Alliance Mission

As the primary economic development organization for Greater Fort Lauderdale/Broward County, we focus on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for our area’s citizens.

We provide leadership and excellence in delivering economic development services for our clients, prospects, investors and partners.

The Four Foundations of our economic development services:

• Marketing and Promoting Broward County
• Managing Expansion, Relocation and Retention Projects
• Conducting and Providing Robust Market Research & Business Intelligence
• Securing and Enhancing Private/Public Leadership & Investment

Value 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 equality.

From the Chairman of the Board and President

2010-11 has been a year of success and accomplishment at the Greater Fort Lauderdale Alliance. We are pleased to present this annual report as a summary of our work.

One of the highlights of this year included the launch of our highly successful “Life. Less Taxing.” national/international marketing campaign. Strategic advertising promoting Greater Fort Lauderdale/Broward County was placed in a number of leading corporate real estate, site selection consultant and business publications in both print and digital formats. The Alliance also launched an online Search Engine Marketing (SEM) key word campaign for Google, Yahoo and Bing and developed a television commercial to promote Greater Fort Lauderdale as a choice business destination.

Our potential relocation and expansion projects reached the largest number we’ve seen in the last eight years with more than 80 active projects in the pipeline resulting in over 35 business relocations and expansions. We were also pleased to establish a new International Action Team which, in conjunction with the Broward County Office of Economic and Small Business Development, is working with local Consul General and Trade offices and regional international organizations to grow trade and foreign direct investment opportunities for Broward County.

These are just a few examples of the work of the Alliance, in partnership with Broward County and our municipal, academic and business partners, to grow jobs and increase capital investment. We thank our members and partners for their outstanding support of our many activities this past year, and we look forward to working with each of them in the coming year.

The Alliance continued to concentrate on opportunities to promote our fast growing cloud technology/mobile communications industry and other targeted industries of importance to Broward County and had several successes in attracting new/expanded operations to our area. Through our Governor Council, the Alliance implemented a “Port Everglades Advocacy” Action Team to help secure necessary state and federal funding for expansion projects in the county’s Port Everglades Master Plan. These projects have the potential to add thousands of jobs in our region.

Assisting local companies continued to be a primary focus of the Alliance through our BRM(C) (Business Retention and Expansion) program, along with a number of programs targeting second stage growth companies. More than 100 companies were visited by the Alliance in fiscal year 2010-11 as we assisted with access to capital, workforce training opportunities, permitting issues and site location assistance.

Over the past year, eight Broward County municipalities passed the streamlined development/permitting ordinance the Alliance has been encouraging communities to adopt. This is intended to make the development, permitting and inspections process more business-friendly and transparent, especially for targeted industry companies looking to relocate or expand.

These are just a few examples of the work of the Alliance, in partnership with Broward County and our municipal, academic and business partners, to grow jobs and increase capital investment. We thank our members and partners for their outstanding support of our many activities this past year, and we look forward to working with each of them in the coming year.

J. David Armstrong, Jr.
FY 2010-2011 Chairman of the Board
Greater Fort Lauderdale Alliance
President, Broward College

Robert C. Swindell
President/CEO
Greater Fort Lauderdale Alliance
The Alliance expresses deep gratitude to our Council leaders and volunteers for their hard work and dedication. Following is a summary of the work and impact of each of those Councils.

**CEO COUNCIL**

Chair: Ray Ferrero, Jr.
Vice-Chair: Keith Koening

Responsibilities for marketing and promoting the Greater Fort Lauderdale-Broward County brand as a premier location for corporate headquarters and international regional headquarters, and monitoring the area’s national/international rankings/perceptions.

Promoted Greater Fort Lauderdale as a premier headquarters location through advertising to achieve feature articles and key editorial commentary in targeted leading national/international and state publications read by site selection consultants and corporate real estate executives, including:

- Connet Global’s Corporate Real Estate
- The Leader
- Site Selection
- Business Facilities
- Area Development
- National Real Estate Investor
- CNN Business
- CoStar
- The Leader
- Florida Trend
- Seaport Publication Group

Produced new “Life. Less Taxing.” television commercial featuring CEO Council members Wayne Huizenga, Ray Ferrero, Jr., Keith Koening and Roy Krause along with Bertha Henry and Dwight Stephenson. The commercial will be seen on select cable markets in the Northeast in comparison to its primary competitors.

- Dwight Stephenson. The commercial will be seen on select cable markets in the Northeast in comparison to its primary competitors.

- Developed and distributed quarterly CEO Council Site Selection Consultant and Corporate Real Estate Executive electronic newsletters to over 600 national/international businesses.

- Continued to assist companies in finding access to capital in order to help local businesses grow. The team helped maintain and develop a technical assistance page on the Alliance’s website.

- Participated in national events that provided exposure for targeted industry companies and site selectors, including: Connet Global Summit in Chicago and 2011 Enterprise Florida Summit in Chicago and 2011 Enterprise Florida Summit in Florida and New York, and served as primary sponsor for Greater Fort Lauderdale’s preK-20 education system.

- Participated in national events that provided exposure for targeted industry companies and site selectors, including: Connet Global Summit in Chicago and 2011 Enterprise Florida Summit in Chicago and 2011 Enterprise Florida Summit in Florida and New York, and served as primary sponsor for Greater Fort Lauderdale’s preK-20 education system.

- Continued to update and promote the Greater Fort Lauderdale ZoomProspector real estate directory.

- Continued to update and promote the Greater Fort Lauderdale ZoomProspector real estate directory.

- Implemented a Port Everglades Advocacy Action Team to help secure necessary state and federal funding for the expansion projects indicated in the county’s Port Everglades Master Plan.

- Conducted and released analysis and recommendations regarding economic development incentive programs and strategies for Broward County. As a result, Broward County Commissioners adopted a new incentive ordinance which positions Broward County more favorably as a competitor in attracting new jobs and capital investment.

- Through a collaboration of the Greater Fort Lauderdale Alliance and Workforce One, 26 local companies received training grants in the amount of $569,362 to upgrade skills and retain 1,346 employees and create 346 new jobs.

- Launched “PaidTime Claus” to incentivize companies to make the inspections and permitting processes more business friendly and streamlined. This strategy will be expanded to other companies.

- Developed and distributed quarterly CEO Council Site Selection Consultant and Corporate Real Estate Executive electronic newsletters to over 600 national/international businesses.

- The team recognized a ‘World Class Faculty and Facilities’ for Broward County. As a result, Broward County Commissioners adopted a new incentives ordinance which positions Broward County more favorably as a competitor in attracting new jobs and capital investment.

- Continued to assist companies in finding access to capital in order to help local businesses grow. The team helped maintain and develop a technical assistance page on the Alliance’s website.

- Participated in national events that provided exposure for targeted industry companies and site selectors, including: Connet Global Summit in Chicago and 2011 Enterprise Florida Summit in Chicago and 2011 Enterprise Florida Summit in Florida and New York, and served as primary sponsor for Greater Fort Lauderdale’s preK-20 education system.

- Continued to update and promote the Greater Fort Lauderdale ZoomProspector real estate directory.

- Completed a Port Everglades Advocacy Action Team to help secure necessary state and federal funding for the expansion projects indicated in the county’s Port Everglades Master Plan.

- The Alliance’s Green Workforce Think Tank (GWTT), a multidisciplinary working group committed to developing a green economy in Broward County, continued its work through the support of Citi Foundation grants which total $145,000 to date. Following an analysis of Green Workforce Innovation Project White Paper which highlighted potential growth in existing green industries, a second grant was awarded in 2010 that targeted a supply chain market analysis of green industries in South Florida. The analysis will show areas of opportunity for business growth and job creation.

- Continued to assist companies in finding access to capital in order to help local businesses grow. The team helped maintain a technical assistance page on the Alliance’s website that offers information about the various guidelines and criteria of the lending community and helps companies to succeed in finding access to capital. This past year, the page had more than 2,500 visitors.

- Launched “PaidTime Claus” to incentivize companies to make the inspections and permitting processes more business friendly and streamlined. This strategy will be expanded to other companies.

- Developed and distributed quarterly CEO Council Site Selection Consultant and Corporate Real Estate Executive electronic newsletters to over 600 national/international businesses.

- The team recognized a ‘World Class Faculty and Facilities’ for Broward County. As a result, Broward County Commissioners adopted a new incentives ordinance which positions Broward County more favorably as a competitor in attracting new jobs and capital investment.

- Continued to assist companies in finding access to capital in order to help local businesses grow. The team helped maintain a technical assistance page on the Alliance’s website that offers information about the various guidelines and criteria of the lending community and helps companies to succeed in finding access to capital. This past year, the page had more than 2,500 visitors.
LEADERSHIP COUNCIL

Chair: Kathy Koch

Promotes increased public/private sector collaboration and leadership for economic development initiatives and investments which enhance Broward County's economic competitiveness. Publishes an annual list of actionable priorities for economic development; enhances relationships with local, state and federal policy makers and elected officials; informs top public and private sector leaders about economic development trends and builds a next generation program for economic development leadership.

Provided research on outcomes of Census 2010 for Florida.

Worked to educate members about white collar crime and its impact on businesses, along with providing updates on "pill mill" legislation and the problems caused by numerous pain clinics in Broward County dispersing large quantities of prescription drugs.

Hosted a legislative update, presented by Florida Senator Ellyn Bogdanoff and Florida State Representative Art Proh. Presented plans for Broward County's 305 Long Range Transportation Plan for bus and rail that would position Broward County to be more competitive in attracting businesses.

The Economic Development Advocacy Action Team monitored and helped advocate for economic development program legislation during the 2011 Florida Legislative Session.

CORPORATE COUNCIL

Chair: Bill White

Serves as the primary resource of intelligence related to the current and ongoing health, progress and development of established and emerging industry clusters in Broward County, including energy, aviation and marine, business financial services and headquarters, creative industries, healthcare technologies, life sciences, information technology, mobile communications & telecommunications and international investments.

Established a new International Action Team which, in conjunction with the Broward County Office of Economic and Small Business Development, worked with local Consul General in Toronto and regional international organizations to grow trade and investment for Broward County.

Organized and hosted INTRADE delegation of trade officers from Canada and Latin America with meet with Fort Lauderdale-Hollywood International Airport, Port Everglades, Broward County Office of Economic and Small Business Development, along with the Alliance International Action Team.

Visited over 100 local companies through the Business Retention Assistance and Visitation (BRAVO) program. Through this program, representatives of the Alliance, Broward County Office of Economic and Small Business Development, local municipalities and chambers of commerce conduct visits to local businesses in an effort to strengthen the local economy.

Worked to continue progress in the expansion of Broward County's cloud technology/mobile communications industry clusters. Hosted a roundtable of CEO's and senior executives from leading local cloud technology/mobile communications companies including Citrix, Foscore, General Dynamics, Mencia, Motorola, Research in Motion, TPG Technology and president of local universities and colleges to discuss issues facing this industry and ways the industry could be cultivated and grown.

ENTREPRENEUR COUNCIL

Chair: Mike Moore

Promotes growth and accelerates the success of entrepreneurs in Broward County. The focus is on those entrepreneurs in Broward County's established and emerging clusters.

The GrowFL, Economic Gardening Action Team continued to identify and recruit second stage growth companies from Broward County to participate in the State's GrowFL program. The team worked in conjunction with the Alliance Partner Council with a goal to reach as many companies as possible in Broward County to promote the program. As a result, 21 Broward companies received technical assistance and financing through the program.

Hosted Economic Gardening Business Assistance Forum for Broward County second stage companies where more than 40 companies learned how to fast track their companies' growth.

Hosted an Economic Gardening CEO Forum roundtable discussion on mastering the road to Recovery. Presenters provided information to local companies regarding access to capital, procurement opportunities and workforce resources for training and employment.

Worked in conjunction with the Entrepreneur Council on the GrowFL, economic gardening program to identify second stage companies, familiarize them with the GrowFL program and help them obtain assistance and financing (see Entrepreneur Council section for more information). Broward County was a statewide leader in this effort.

Provided research on outcomes of Census 2010 with an analysis of demographic and economic trends to help businesses anticipate what they can expect in the future, including evaluation of shifting population and its influence on businesses.

PARTNER COUNCIL

Chair: Charity Good

Vice-Chair: Dennis Holste

Brings together the best and brightest economic development minds to work on common initiatives, leverage resources and share market intelligence in order to sustain a strong and responsive economic development system. Members of the Partner Council include representatives from Broward County and its municipalities, chambers of commerce, redevelopment agencies, workforce assistance organizations and Alliance staff.

The Partner Council and Alliance staff conducted four countywide business assistance meetings titled "How to get on the road to Recovery." Presenters provided information to local companies regarding access to capital, procurement opportunities and workforce resources for training and employment.

The GrowFL, Economic Gardening Action Team continued to identify and recruit second stage growth companies from Broward County to participate in the State’s GrowFL program. The team worked in conjunction with the Alliance Partner Council with a goal to reach as many companies as possible in Broward County to promote the program. As a result, 21 Broward companies received technical assistance and financing through the program. Hosted Economic Gardening Business Assistance Forum for Broward County second stage companies where more than 40 companies learned how to fast track their companies’ growth.

Hosted an Economic Gardening CEO Forum roundtable discussion on mastering the road to Recovery.” Presenters provided information to local companies regarding access to capital, procurement opportunities and workforce resources for training and employment.

Worked in conjunction with the Entrepreneur Council on the GrowFL, economic gardening program to identify second stage companies, familiarize them with the GrowFL program and help them obtain assistance and financing (see Entrepreneur Council section for more information). Broward County was a statewide leader in this effort.

Provided research on outcomes of Census 2010 with an analysis of demographic and economic trends to help businesses anticipate what they can expect in the future, including evaluation of shifting population and its influence on businesses.

Top: One Charter Place at Coral Springs Middle: Left to right at National Meeting Alliance Florida OCB (Kathy Koch, Bob Swindell, Archbishop Carey, Howard, Başkan) Front: Left to right at Alliance National Meeting Ellen Rodriguez, Alina Harpoon, Tony Silas, Bruce Rector and Sandra Mayor and Alliance Leadership Award Recipients Mike Jackson, Middle: Left to right at Alliance Annual Meeting, President/CEO Bob Swindell, Florida Senator Ellyn Bogdanoff, and Alliance Executive Director Bruce Rector.
The following companies, institutions, firms and organizations contribute their time, talents and financial resources to the Alliance. By supporting economic development, they are sustaining targeted business attraction, retention and growth, increasing local tax revenues, encouraging quality businesses as community partners and creating high-wage jobs for our economy.
The Greater Fort Lauderdale Alliance is Broward County’s official public/private partnership for economic development. Its mission is to lead Broward County in building a stronger and more diverse economy by stimulating the creation of new jobs and capital investment while facilitating the growth and retention of businesses in Broward County. Some of the services offered by the Alliance include assistance with business relocation or expansion; site selection; market research; and business climate issues.

Some of the services offered by the Alliance include assistance with business relocation or expansion; site selection; market research; and business climate issues; and seeking and serving as a liaison for workforce development between educational institutions and the business community.

The Alliance is proud to recognize the support and partnership of Broward County, Workforce One, Enterprise Florida and the Florida Chamber of Commerce.

Greater Fort Lauderdale Alliance Staff

The Alliance’s Partner Council meets regularly to discuss business climate issues, share best practices and seek data and information that can drive process and systematic improvements for economic development success in Broward County. Listed are the members of the Partner Council (Alliance members indicated in bold).

The Alliance is proud to recognize the support and partnership of Broward County, Workforce One, Enterprise Florida and the Florida Chamber of Commerce.
During the last nine years, the Greater Fort Lauderdale Alliance has directly assisted more than 2,600 companies, resulting in the creation of more than 12,000 new jobs, the retention of over 11,500 jobs and the generation of more than $820 million in capital investment in Broward County. During fiscal year 2010-11, the Alliance teamed with its members, Broward County and other partners to deliver very positive results, even during a difficult economy. Following are the FY 2010-11 results at the time of publication.

### Business Development

<table>
<thead>
<tr>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of New Value-Added Jobs</td>
<td>700</td>
</tr>
<tr>
<td>Jobs Retained</td>
<td>450</td>
</tr>
</tbody>
</table>

### Capital Investment

<table>
<thead>
<tr>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>$34.0M</td>
</tr>
<tr>
<td>International</td>
<td>$5.0M</td>
</tr>
</tbody>
</table>

### Leads, Projects & Corporate Visits

<table>
<thead>
<tr>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Leads</td>
<td>150</td>
</tr>
<tr>
<td>International Leads</td>
<td>50</td>
</tr>
<tr>
<td>Active Projects</td>
<td>20</td>
</tr>
<tr>
<td>Corporate Visits</td>
<td>100</td>
</tr>
</tbody>
</table>

### Private Sector Investment

<table>
<thead>
<tr>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public/Private Mix</td>
<td>$1,005,017</td>
</tr>
<tr>
<td>Private Sector Dollars</td>
<td>$1,992,250</td>
</tr>
<tr>
<td>Broward County Revenue</td>
<td>$774.6K</td>
</tr>
</tbody>
</table>

### A Special Thank You

The Alliance wishes to especially thank its private sector partners for their investment in the work of the Alliance in 2010-11! For every $1 invested by the private sector, the return on investment in terms of capital investment in Broward County was $39.20, adding to the tax base and improving the business climate and quality of life in Broward County.

This investment, when combined with the investment of Broward County and the municipal partners who invested in the Alliance including the cities of Coral Springs, Hallandale Beach, Miramar and Tamarac have allowed us to expand our marketing outreach efforts and grow our pipeline of relocation and expansion prospects even during a difficult economic environment.

Greater Fort Lauderdale is the location of choice for many companies from around the globe. The Alliance strives to let companies know all that Greater Fort Lauderdale has to offer businesses that locate here. Following are examples of international marketing and business development efforts conducted in 2010-11.

A marketing brochure and DVD touting Broward, Miami-Dade and Palm Beach Counties as a choice location for business is available in five languages. The South Florida: Your Global Business Connection program is a joint effort of the Alliance, Miami-Dade Beacon Council, Business Development Board of Palm Beach County and Enterprise Florida Inc. The DVDs are available in English, French, German, Italian and Spanish and can be downloaded from the Alliance’s website at gflalliance.org.

The Alliance’s website provides foreign language translations in more that fifty languages. This feature allows international businesses to visit the Alliance website and learn about Greater Fort Lauderdale and all it has to offer at any time 365 days per year.

In 2010-11, the Alliance participated in missions to Spain and Canada and hosted delegations from a number of countries from around the world including Canada, China, Germany and others.

### International Marketing and Outreach

Left: Alliance Hosts US Trade Representative Ron Kirk Right: Photo by Ken Henson ken@whitehotmedia.com

The Alliance launched a national and international marketing campaign.
## Relocations, Expansions and Retentions

An impressive group of national, out-of-state and local companies relocated and expanded in Broward County during FY 2010-11, taking advantage of our strategic location, talented and well-educated workforce, favorable tax and business climate, and other amenities. Some of those companies are listed below:

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>CITY</th>
<th>TYPE OF FACILITY</th>
<th>SQ.FT OF PROJECT</th>
<th>DIRECT CAPITAL INVESTMENT</th>
<th>JOBS CREATED</th>
<th>JOBS RETAINED</th>
<th>PRODUCT/SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.G. Findings &amp; Mfg. Co. Inc.</td>
<td>Sunrise</td>
<td>Office</td>
<td>NA</td>
<td>$50,000</td>
<td>11</td>
<td></td>
<td>Provides innovative technology and accessories for wireless communication devices</td>
</tr>
<tr>
<td>Allada USA</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>46,000</td>
<td>$700,000</td>
<td>55</td>
<td>94</td>
<td>U.S. headquarters for one of the largest cigar companies in the world</td>
</tr>
<tr>
<td>Aquatic Systems, Inc.</td>
<td>Pompano Beach</td>
<td>Office</td>
<td>NA</td>
<td>$24,489</td>
<td>18</td>
<td></td>
<td>Lake and pond water management</td>
</tr>
<tr>
<td>BankAtlantic</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>NA</td>
<td>$26,388</td>
<td>24</td>
<td></td>
<td>Banking</td>
</tr>
<tr>
<td>BGT Partners</td>
<td>Hallandale Beach</td>
<td>Office</td>
<td>20,000</td>
<td>$380,000</td>
<td>76</td>
<td></td>
<td>Digital marketing, web design, telecommunications support</td>
</tr>
<tr>
<td>Certified Metal Finishing, Inc.</td>
<td>Pompano Beach</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$24,489</td>
<td>11</td>
<td></td>
<td>Metal finishing company; aluminum anodizing and braising</td>
</tr>
<tr>
<td>Chase Roofing &amp; Contracting, Inc.</td>
<td>Cooper City</td>
<td>Office and Manufacturing</td>
<td>NA</td>
<td>$25,500,000</td>
<td>100</td>
<td>60</td>
<td>Telecom video surveillance</td>
</tr>
<tr>
<td>Coventry Management Services, Inc.</td>
<td>Sunrise</td>
<td>Office</td>
<td>NA</td>
<td>$50,000</td>
<td>78</td>
<td></td>
<td>Healthcare management and insurance services</td>
</tr>
<tr>
<td>Designer’s Specialty Cabinet Co., Inc.</td>
<td>Fort Lauderdale</td>
<td>Office and Manufacturing</td>
<td>NA</td>
<td>$190,000</td>
<td>38</td>
<td></td>
<td>Manufactures and packages nutritional supplements</td>
</tr>
<tr>
<td>Emerson</td>
<td>Sunrise</td>
<td>Office</td>
<td>18,000</td>
<td>$2,200,000</td>
<td>51</td>
<td>25</td>
<td>Latin American regional headquarters for diversified global mgf. and technology company</td>
</tr>
<tr>
<td>EyeCoast</td>
<td>Sunrise</td>
<td>Office</td>
<td>26,000</td>
<td>$25,500,000</td>
<td>100</td>
<td>6</td>
<td>Aerospace, defense and energy precision parts manufacturing</td>
</tr>
<tr>
<td>Fededco Precision</td>
<td>Deerfield Beach</td>
<td>Office and Manufacturing</td>
<td>20,000</td>
<td>$13,800,000</td>
<td>65</td>
<td></td>
<td>Aerospace, defense and energy precision parts manufacturing</td>
</tr>
<tr>
<td>FL Health Plan Administrators, LLC</td>
<td>Sunrise</td>
<td>Office</td>
<td>NA</td>
<td>$50,000</td>
<td>150</td>
<td></td>
<td>Offers health benefit plans for employee groups, individuals, and Medicare beneficiaries</td>
</tr>
<tr>
<td>Florida Supplement, LLC</td>
<td>Hollywood</td>
<td>Office and Manufacturing</td>
<td>NA</td>
<td>$100,000</td>
<td>38</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Healthworks</td>
<td>Hollywood</td>
<td>Office and Manufacturing</td>
<td>NA</td>
<td>$25,000</td>
<td>150</td>
<td>150</td>
<td>Consumer direct product manufacturer and distributor of health products</td>
</tr>
<tr>
<td>Hollywood Woodwork, Inc.</td>
<td>Hollywood</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$50,000</td>
<td>78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Marine Associates, LLC</td>
<td>Fort Lauderdale</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$20,000</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marina Medical Instruments, Inc.</td>
<td>Sunrise</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$16,875</td>
<td>22</td>
<td></td>
<td>Research, development and manufacture of surgical instruments and devices</td>
</tr>
<tr>
<td>Nipro Diagnostics, Inc.</td>
<td>Fort Lauderdale</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$25,000</td>
<td>70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Off Grid Solar</td>
<td>Fort Lauderdale</td>
<td>Manufacturing</td>
<td>59,912</td>
<td>$11,750,000</td>
<td>150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peerless Instrument Co., Inc.</td>
<td>Hollywood</td>
<td>Manufacturing</td>
<td>NA</td>
<td>$20,000</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Jet Charter</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>1,500</td>
<td>$200,000</td>
<td>6</td>
<td></td>
<td>Private jet charter broker &amp; consultant</td>
</tr>
<tr>
<td>RBNC</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>NA</td>
<td></td>
<td>60</td>
<td>Redie and television broadcasting and communications equipment</td>
<td></td>
</tr>
<tr>
<td>Spirit Airlines, Inc.</td>
<td>Miramar</td>
<td>Office</td>
<td>NA</td>
<td>$50,000</td>
<td>800</td>
<td></td>
<td>Air transportation</td>
</tr>
<tr>
<td>Starmark International</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>8,500</td>
<td></td>
<td>37</td>
<td>Full service advertising agency</td>
<td></td>
</tr>
<tr>
<td>The Wendy’s Company</td>
<td>Sunrise</td>
<td>Office</td>
<td>11,000</td>
<td></td>
<td>50</td>
<td></td>
<td>Latin American and South Florida headquarters and executive training center</td>
</tr>
</tbody>
</table>
The Year in Review

A number of economic development successes and accomplishments occurred in 2011 which positively positioned Broward County and its companies for new job growth and continued economic improvement. Following are some of the highlights of this past year:

To position Greater Fort Lauderdale to better compete as a top choice for corporate relocations and expansions, the Alliance formed the "Greater Fort Lauderdale Business Alliance, Inc." global brand identity - "The Power of the Sun, The Strength of the Sea," and implemented a "Fort Lauderdale, Florida... the perfect choice!" international marketing campaign.

The Alliance partnered with the Florida Department of Economic Opportunity, the Florida High-tech Council, Florida’s Medical, Pharmaceutical, an Austrian-based automotive company, and the Center for Ophthalmology, and aesthetics products, would locate a new subsidiary in Fort Lauderdale.

Guarantee Insurance signed a five-year lease expansion for 31,000 square feet of office space at the 400 E. State Road 7 in Dania Beach. Council CEO Ray Ferrero Jr. was recognized by the Florida Department of Business Regulation for its commitment to fostering and accelerating the continued growth of Broward County and the Greater Fort Lauderdale area.

Bob Sederick, President and CEO of the Alliance; David DeCristo, Vice President of Business Development; and Wayne Burns, Assistant Director of the Broward County Office of Economic and Small Business Development, and Danyel Molina attends the Mobile World Congress in Barcelona, Spain. The Mobile World Congress is the world’s largest mobile broadband and mobile communications conference. The Alliance was one of a select few companies that were invited to the Greater Fort Lauderdale "…but go to the beach in the morning or after work!" event each year and provided the students, and preserve 22 existing academic programs, and 300 construction jobs, employ 50 graduate assistants and 25 construction workers.

Nova Southeastern University began construction of its educational and research center. Known as the Center of Excellence for Coral Reef Ecosystems Research (CERER), the research center will cover 20,000 square feet and cost $7 million. The facility is expected to create 90 new academic jobs and 360 construction jobs, employ 50 graduate students, and preserve 22 existing academic jobs.

The Alliance was pleased to announce that two initiatives from the March edition of Florida Trend magazine’s "Florida Trend 100" and "Florida Voluntary Event 100" are also major initiatives announced by the Broward County Chamber of Commerce and the Broward County Office of Economic and Small Business Development. The initiatives are "The Greater Fort Lauderdale Alliance’s "Action Plan: Greater Fort Lauderdale" and "The Broward County Office of Economic and Small Business Development’s "The Power of the Sun, The Strength of the Sea," and implemented a "Fort Lauderdale, Florida... the perfect choice!" international marketing campaign.

The Broward County Chamber of Commerce's "Port Everglades' container guarantees. Through its Governor Council, the Alliance implemented a "Port Everglades, Florida," in the top spot on the second annual Enterprising Florida State report released by the U.S. Chamber of Commerce and the National Foundation for California on their education policies and performance.

Columbia on their education policies and performance.

The annual "Quality Counts" report ranked fifth in a national report on education performance. Broward County Public Schools won the Broad Prize for Urban Education.

The Wendy's Company relocated its Latin American headquarters to a new 12,000 square foot facility in Plantation. The facility also serves as an executive training center that will accommodate international and out-of-area visitors.

Ray Ferrero Jr. was recognized by the Florida Economic Development Council (FEDC) as its 2011 Economic Development Champion of the Year.

Ray Ferrero Jr. was recognized by the Florida Economic Development Council (FEDC) as its 2011 Economic Development Champion of the Year.

More than forty second stage companies in Broward County learned how to fast track their company’s growth at the Greater Fort Lauderdale Alliance’s Economic Gardening Breakfast.

Broward College was awarded a $520,000 Project Grants degree from College National Program. The college is one of only five schools in the country initially selected to participate in this prestigious, national pilot program.

Broward College was awarded a $250,000 Project Grants degree from College National Program. The college is one of only five schools in the country initially selected to participate in this prestigious, national pilot program.

The March edition of Florida Trend magazine featured a thirty-four page special section on Greater Fort Lauderdale in the centennial year of the founding of Fort Lauderdale.

The section described Greater Fort Lauderdale as a regional "...and placed" and talked about the Alliance’s headquarters attraction efforts. The Florida Business Development offers companies located here or considering a relocation or expansion in the area.

The Broward County Chamber of Commerce announced that Eyecast, a global leader in cloud based video surveillance service for residential and business customers, would be offering 100 employees at its Christen Center in Sunrise.

The Alliance announced that Great Healthworks Corp. was awarded a Florida Quick Response Training Grant for $197,367. The grant is helping the Hillcountry company generate approximately 18,000 square feet of space in Medical Phase I. Broward County’s first LEED-certified multi-tenant office building, with an option for an additional 3,200 square feet.

PFL began providing an incentive for businesses to start up, expand or relocate in Broward County. The program offers new or expanding businesses that add a minimum level of new electric load and new jobs.

Ray Ferrero Jr. was recognized by the Florida Economic Development Council (FEDC) as its 2011 Economic Development Champion of the Year. The roundtable was held to help foster and expand the Greater Fort Lauderdale Alliance’s global brand identity - "The Power of the Sun, The Strength of the Sea," and implemented a "Fort Lauderdale, Florida... the perfect choice!" international marketing campaign.

The Alliance’s Memorandum of Understanding with the Florida East Coast Railway was formally signed to ensure "how to get to the Road to Recovery." Topics included access to capital, economic development opportunities and workforce resources for training and employment.