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 and business intelligence
• Securing and enhancing private/public leadership and investment

Values Statement

Our core values include social responsibility and a dedication to building healthy and competitive communities; creation of wealth for individuals, businesses and communities; cooperation and collaboration in our business dealings; and the promotion of diversity, tolerance and equality.
2011-12 is a year for celebration and expressions of appreciation, as we present this annual report to the community. Here are some highlights:

Being named winner of Business Facilities' inaugural "Achievement in Public-Private Partnership Award" is a testament to the hard work of our staff and the support of the community. The award was one of a new annual series of economic development awards to honor organizations that have established and consistently executed best practices in the economic development industry. Congratulations and thank you to all our supporters!

The CEO Council expanded its highly successful "Life Less Taxing" national/international marketing campaign with the launch of a new television commercial featuring local business and community leaders. The spot ran in the Northeast on CNN, CNBC, MSNBC and Fox Business News, and on JetBlue's in-flight video channel. The spot was supported by print advertising in Inc. magazine, Site Selection, Business Facilities, Global Trade, CoreNet Global's The Leader and Crain's New York and Chicago.

The Alliance announced the relocation and expansion of 24 companies, the creation of 1,519 high value jobs, the retention of 1,658 jobs and more than $82 million in capital investment in Broward County. This was a significant increase in all areas, as we positioned Broward County as a top business location.

The Alliance continued to promote our important cloud technology/mobile communications industry and other targeted industries in Broward County, as well as headquarters attraction. Additionally, the Port Everglades Advocacy Action Team and Six Pillars process were examples of community volunteer leaders coming together to improve the business climate in Broward County, grow jobs and position our community to compete globally in future years.

The Alliance continued to assist local companies through our BRAVO (Business Retention and Visitation Outreach) program. With a 56% increase in visits over the previous year, more than 175 companies were visited by the Alliance as we assisted them with access to capital, workforce training opportunities, permitting issues and site location.

Over the past year, nine Broward County municipalities have been recognized as Alliance "Platinum Cities" as they each adopted a streamlined permitting excellence ordinance. This brought the total number of Platinum Cities to seventeen as municipalities make the development, permitting and inspections process more business friendly and transparent.

These are only a few examples of the work of the Alliance to grow jobs, increase capital investment and improve the local tax base, in partnership with Broward County and our municipal, academic and business partners. Thank you to our members and partners, listed in this report, for your tremendous support of our many activities and successes this past year.

J. David Armstrong, Jr.
FY 2011-2012 Chairman of the Board
Greater Fort Lauderdale Alliance
President, Broward College

Robert C. Swindell
President/CEO
Greater Fort Lauderdale Alliance
Executive Committee and Board of Directors FY 2011 - 2012

J. David Armstrong, Jr.
Broward College
Chairman of the Board

Gerard Litrento
BankUnited
Vice Chair

Gale Butler
AutoNation
Secretary

Ben Wesley
Florida Power & Light
Treasurer

Peggy Nordeen
Starmark International
Past Chairman

Bob C. Swindell
Greater Fort Lauderdale Alliance
President/CEO

Melanie Dickinson
South Florida Business Journal

Ray Ferrero, Jr.
Nova Southeastern University

Dennis Holste
City of Margate CRA

Mason Jackson
WorkForce One

Kathy Koch
Ambit Advertising and Public Relations

Edward Mitchell
Duke Realty Corporation

Mike Moore
Kaufman, Rossin & Co., PA.

Mayor John R. "Jack" Selber
City of Fort Lauderdale

Barry Somerstein
Greenspoon Marder, PA.

Commissioner Lois Wexler
Broward County

Bill White
Compass Office Solutions, LLC

Anthony Abbate
Florida Atlantic University

Keith Arnold
BB&T

Josie Bacallao
Hispanic Unity of Florida

Victor Beninante
AT&T

William Berger
Greenspoon Marder, P.A.

Andrew Berns
City of Tamarac

Julie Berry
Stiles

Cressman Bronson
PNC Bank

Lorna Brown-Burton
Law Offices of Lorna Brown-Burton, PA.

Margarita Castellón
AT&T

Paul Cawley
Coral Springs Economic Development Foundation

Guy Desautels
Citrix Systems, Inc.

Maureen Dinnen
Broward County School Board

Trudy Evans
The Raven Group, Inc.

Nelson Fernandez
ANF Group

Donald Giancoli
City of Lauderdale

Ric Green
Greater Pompano Beach Chamber of Commerce

Mike Greene
Video Dynamics

Bertha Henry
Broward County

Frank Herhold
Marine Industries Association of South Florida

Thomas Irwin
HEICO Corporation

Dr. Wazir Ishmael
City of Miramar

Tom Kennedy
South Florida Manufacturers Association

Rex Kirby
Suffolk Construction Company, Inc.

Roy Krause
Retired, SFN Group, Inc.

David Kresge
Regions Bank

Jaret Levan
BBX Capital

Dan Lindblade
Greater Fort Lauderdale Chamber of Commerce

Pam Madison
Broward County Office of Economic & Small Business Development

Steven Mariano
Patrician National Insurance Group

Greg Marino
Kaplan University Group

Stewart Martin
Seitz & A Marsh & McLennan Agency

Dr. Harry Moon
Himmarshee Surgical Partners

Bob Moss
Moss/Miller, LLC

James Murley
South Florida Regional Planning Council

Laurel Oswald
Transwestern - 110 Tower

Mark Peterson
Bank of America Merrill Lynch

Stefan Pittenger
Peak 10 Data Center Solutions

Linda Quick
South Florida Hospital & Healthcare Association

David Reid
JM Family Enterprises

Pike Rowley
Flagler Development & Real Estate Services

Robert Runcie
Broward County Public Schools

Rosana Santos Calambichis
Big Chef

Norm Seavers
Broward College

Penny Shaffer
Florida Blue

Kelley Shanley
Broward Center for the Performing Arts

Dr. Germaine Smith-Baugh
Urban League of Broward County

Glenn Spanier
Hyatt Regency Pier 66

Scott Verner
Nipro Diagnostics

Michael Walker
SunTrust Bank

Terri Wallace
Leadership Broward Foundation, Inc.

John Webb
Greater Fort Lauderdale Convention & Visitors Bureau

Robert White
GUNSTER
Following is a list of the Past Chairs of the Greater Fort Lauderdale Alliance and its predecessor organizations (The Broward Alliance, Broward Economic Development Council Inc., Broward Economic Development Board and Broward’s Committee of 100, Inc.). Thanks to each of these community leaders for their service and dedication to making Broward County a stronger and more diverse economy.

1963-64 J. Tatum
1963-64 A.O. Wickham
1964-65 Bryce N. Batzer
1965-66 Nicholas De Terdo
1966-67 Albert J. W. Novak
1967-68 Archibal M. Black
1968-69 Frank Vettri
1969-70 Paul E. Bayse
1970-71 George W. Church
1971-72 Jesse J. Martin
1972-73 Frank Vettri
1973-74 John C. Cassidy
1974-75 Albert J. W. Novak
1975-76 Neub Petschulat
1976-77 Paul E. Bayse
1977-78 Ronald G. Cattlett

1978-79 Ronald G. Cattlett
1979-80 William E. Duffy
1980-81 John R. Morris
1981-82 Charles W. Boyd
1982-83 Charles W. Boyd
1983-84 Charles W. Boyd
1984-85 Roy Rogers
1985-86 Jerome I. Miller
1986-87 Robert E. Huebner
1987-88 Robert E. Huebner
1988-89 Terry Stiles
1989-90 Roger L. Arndall, Jr.
1990-91 Robert P. Legg
1991-92 Walter Banks
1992-93 Michael Streibig
1993-94 John Dofland
1994-95 Robert H. Larsen
1995-96 Joel K. Gustafson
1996-97 Daniel Gordan
1997-98 Thomas J. Miller
1998-99 Jerry Ingate
1999-00 Dr. Wilhelmina Mack
2000-01 Ron Greenstein
2001-02 A. Paul Anderson
2002-03 Lonnie H. Maier
2003-04 Larry J. Behar
2004-05 Howard Greenberg
2005-06 Evan T. Rees
2006-07 John Ruffin, Jr.
2007-08 Kathy Koch
2008-09 Ray Ferrero, Jr.
2009-10 Peggy Nordeen
The Alliance expresses deep appreciation to our Council leaders and volunteers for their hard work and dedication during 2011-12! Following is a summary of the roles and work of each of those Councils.

**CEO Council**

Chair: Ray Ferrero, Jr.
Nova Southeastern University
Vice-Chair: Keith Koenig, City Furniture

**Responsibility 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 external rankings/ perceptions in comparison to its primary competitors to ensure continued favorability as a business location.**

*Business Facilities* magazine's inaugural 2012 Economic Development Achievement Awards honored Greater Fort Lauderdale Alliance and the CEO Council as the first winner of the "Achievement in Public Private Partnership" category. Jack Rogers, Editor-in-Chief of *Business Facilities*, stated, "The Greater Fort Lauderdale Alliance has set the standard for best practices in this dominant new economic development model by forging a powerhouse collection of area CEOs into a driving force for growth."

Announced that Astor and Black custom clothiers would move their corporate headquarters from Columbus, Ohio to Pembroke Pines. The CEO Council worked closely with Astor & Black corporate officials, their site selection advisor Deloitte Consulting, and our partners at Governor Rick Scott's office, Enterprise Florida and the City of Pembroke Pines to secure a competitive incentives package. Founded in 2005 and named to *Inc.* magazine's 500/5000 list of fastest growing companies in 2010 and 2011, Astor & Black has committed to bring 62 high paying jobs with average annual salaries of $104,000 plus benefits along with investing $1.475 million in capital over a 3 year period in approximately 22,000 square feet of leased space in the Miami Herald Building. The real estate project was coordinated by Stiles Realty.

City of Pembroke Pines Commissioner Angelo Castillo wrote an outstanding editorial highlighting the relocation of Astor & Black to Pembroke Pines which appeared in the Saturday, May 12th edition of the *Sun Sentinel*.

Began airing television video featuring CEO Council members Wayne Huizenga, Mike Jackson, Roy Krause and Keith Koenig along with Broward County Administrator Bertha Henry and NFL Hall of Famer Dwight Stephenson. The video, produced and edited by Zimmerman Advertising, ran on JetBlue in-flight TV and markets in NY/NJ/CT and Boston on stations such as CNN, CNBC, MSNBC and Fox Business News. The spot was supported by print advertising in leading targeted publications.

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

- CoreNet Global's Corporate Real Estate
  - The Leader
- Site Selection
- Business Facilities
- Area Development
- Global Trade
- Inc.
- Crain's Chicago Business and Crain's New York Business
- Florida Trend
- Seaports Publication Group

Managed 31 active corporate and international regional headquarter projects with corporate real estate executives, site selection consultants and corporate real estate service providers, along with an additional 105 headquarter projects secured under contract with a professional multi-national consulting lead generation services firm.

Participated in national events that provided exposure to targeted industry companies and site selectors, including: CoreNet Global Summits in Atlanta and San Diego and consultant missions in Atlanta, Chicago and New York, and served as a primary sponsor for CoreNet Global's Atlanta Summit and the Site Selectors Guild in Orlando.

Developed and distributed quarterly CEO Council Site Selection Consultant and Corporate Real Estate Executive electronic newsletters to over 650 national/international recipients.

*Presentation of the Ray Ferrero Jr. award at the Alliance 2011 Annual Meeting (L-R): Bob Swindell, Greater Fort Lauderdale Alliance; Kathy Koch, Ambit Advertising and Public Relations; J. David Armstrong, Jr., Broward College; Ray Ferrero Jr., Nova Southeastern University; Peggy Nordeen, Strunk International; and Keith Koenig, City Furniture*
Governor Council

Chair: Melanie Dickinson
South Florida Business Journal

Identifies, studies, discusses and creates solutions to issues and opportunities that will advance Greater Fort Lauderdale/Broward County's competitive advantage in attracting and growing capital investment and quality jobs.

Continued to expand the "Platinum Cities" permitting excellence process to encourage Broward communities to make the permitting and inspections process more business friendly and competitive with other regions. Cities that have now adopted formal permitting excellence processes and been named Alliance "Platinum Cities" are (in order they passed their ordinance or resolution): Tamarac, Davie, Oakland Park, Fort Lauderdale, Miramar, Coconut Creek, Plantation, Cooper City, Deerfield Beach, Coral Springs, Hollywood, Dania Beach, Pompano Beach, Margate, Lauderdale, Wilton Manors and Pembroke Pines.

The Port Everglades Advocacy Team, under the leadership of CEO Council member Terry Stiles, continued to help promote and support expansion efforts at Port Everglades. The group supported the passage of a Memo of Understanding between the Broward County Commission and Port Everglades/Florida East Coast Railroad to provide land for a large cargo facility inside Port property, and the confirmation of a low interest loan from the Florida Department of Transportation to the Florida East Coast Railway for the infrastructure construction of the cargo facility. Members of the Action Team traveled to Tallahassee with representatives of Broward County, the Port Everglades Association, the Broward Workshop and other community leaders in a show of support for Port Everglades expansion.

The Educational Excellence Builds Business (E² B²) Action Team continued to showcase the high quality of Greater Fort Lauderdale's preK-20 education system. The team recognized a 'World Class Faculty Member' and 'Business Partnership' during the Alliance's annual and mid-year meetings. The team also created new education "palm cards" that were distributed at the mid-year meeting and at other venues.

An elite group of federal employees was hosted as part of this year's "Excellence in Government Fellows" program. The program is affiliated with the non-partisan, non-profit Partnership for Public Service. Broward County was one of only two sites in the U.S. chosen to host the group this year, which consists of 30 Fellows representing different branches of the federal government such as the State Department, Department of Defense, Small Business Administration and National Institutes of Health, to name a few. Presentations at the meeting included an overview of Broward’s transportation plans, a case study on innovation in government and a panel discussion on leadership and change.
Leadership Council

Chair: Kathy Koch
Ambit Advertising and Public Relations

Promotes increased public/private sector collaboration and leadership for economic development policies and investments which enhance Broward County’s economic competitiveness.

Monitored and helped advocate for economic development program legislation during the 2012 Florida Legislative session.

Hosted newly named Superintendent of Broward County Schools Robert Runcie, who outlined his goals for improving education outcomes and addressing budget challenges in Broward County’s public school system.

Hosted debates to educate businesses on the pros and cons of controversial topics that impact the community. Included was a contentious debate on the development of destination resorts and bringing casino gambling to South Florida from the perspective of casino developers, racinos, hoteliers and lobbyists.

A roundtable on Super PACS highlighted the role of special interest groups, their ability to raise unlimited money from corporations, unions and individuals, and their impact on elections.

The Council toured Port Everglades to understand the impact of this economic engine on local and global businesses. In order to be more effective advocates for the Port expansion projects, they received updates on ICTF (Intermodal Cargo Transfer Facility), cruise terminal enhancements, berth expansions and scheduled turning notch improvements.

Corporate Council

Chair: Bill White
Compass Office Solutions

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

Visited 175 local companies through the Business Retention Assistance and Visitation Outreach (BRAVO) program. Representatives of the Alliance, including the in-house workforce executive provided by WorkForce One, 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. This is an increase of more than 50% in visits from last year.

The International Action Team assisted in hosting several missions and visits. Examples include the Consul General of Brazil in Miami, Ambassador Hélio Vitor Ramos Filho, the Honorable Adolfo Barattolo, Consul General of Italy in Miami and a delegation of Italian companies, who made an official visit to Broward County in June. The team, in cooperation with the Broward County Office of Economic and Small Business Development, worked with other local Consul General and trade offices and regional international organizations to grow trade and foreign direct investment opportunities for Broward County.
The International Action Team hosted a meeting, "China & Broward County: Leveraging Business Opportunities". Panel speakers included Andy Liu, President of the Florida-China Chamber of Commerce; Winchell Cheung, Former Trade Representative, Hong Kong Trade Development Council; Rosey Yang, District Director of Global Education & Commerce, Broward College; and Robert Fisch, Director & Founding Partner, HKG Empire.

The team also hosted a meeting, "Spain & Broward County: A Gateway to Business Opportunities" and participated in Focus Brazil 2012. Port Lauderdale is one of only three locations around the world to host a Focus Brazil event (the other two locations are Tokyo, Japan and London, England). The event was covered by both Brazilian television and print media.

**Entrepreneur Council**

Chair: Mike Moore, Kaufman, Rossin & Co.

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

The Economic Gardening Action Team Chair, Peyton Moore, worked closely with Mike Moore, Chair of the Corporate Council, and Alliance Vice President of Business Development, David Coddington, to follow up on the momentum of the Grow FL program which was financially supported by the state of Florida and assisted Stage II companies with both technical assistance and access to capital issues.

The Economic Gardening Action Team is developing three separate CEO Roundtable events for the upcoming year, continuing to focus on Stage II companies. The three events will spotlight marketing, legal compliance, and employee relations/finance.

Local, state and national experts were featured in Council meetings, addressing the critical topics of marketing your business, Broward County's large scale development projects such as Port Everglades and Fort Lauderdale - Hollywood International Airport expansion and the state of the marine industry in South Florida.

**Partner Council**

Chair: Dennis Holste, City of Margate CRA

*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, local business assistance organizations and Alliance staff.*

The Partner Council worked closely with the Alliance’s Permitting Action Team to help evaluate the effectiveness of the permitting effort and to continue to encourage more municipalities to adopt the criteria for Platinum Permitting.

The Council began work on a resource evaluation survey of Broward County municipalities to help identify local resources available for applicable incentives to businesses in the municipalities and the different Community Redevelopment Areas.

A number of municipalities assisted the BRAVO Action Team by identifying top companies in their cities for a BRAVO visit.

The Partner Council continues to serve as a platform for discussing current trends and themes in the business community and looks for ways to meet the needs of businesses.
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.
CORPORATE COUNCIL ($5,000)
1st United Bank
Advantage Services
Argy, Wilse & Robinson, P.C.
AT&T
B Ocean Fort Lauderdale
Baptist Health South Florida
Bitner Goodman, Inc.
BRS Aerospace
City of Dania Beach
City of Tamarac
Coldwell Banker Residential Real Estate, LLC
Compass Office Solutions, LLC
Crowe Horwath, LLP
CSX Transportation
Cushman & Wakefield
DeVry University
Duke Realty
Ernst & Young, LLP
ERT Group
Flagler Development & Real Estate Services
Florida Trend
GrayRobinson, PA.
Hugh’s Catering
Kelly Services
Museum of Discovery & Science
Research In Motion
Riverside Hotel
Seiflin, A Marsh & McLennan Agency
South Florida Symphony Orchestra, Inc.
Sterns Weaver Miller Weissler Altadell & Sitterson, PA.
Suffolk Construction
Sunnvale Corporation
Taylor & Mathis
Transwestern – 110 Tower
Tripp Scott
United Way of Broward County
Verizon Wireless

ENTREPRENEUR COUNCIL ($2,500)
Activate Group, Inc.
Berger Singerman
Big Chef
Capital Bank
CB Richard Ellis
Colliers International
EDCO Awards and Specialties
Flashback Diner
Flaming Executive Group, Inc.
Fowler, White, Boggs
Furman Insurance
Greater Fort Lauderdale Chamber of Commerce
Greenberg Traurig
Guy Harvey Ocean Foundation
Hospice of Broward County
iBERIABANK
IDI
KP Ventures LLC-All Seal Exteriors
Lauderdale Marine Center
Law Office of Lorna E. Brown-Burton, P.A.
Midgard Management
Mosaic Business Solutions
Orange Bowl Committee
Paladin Global Partners
Propulsion Technologies International LLC
Providian Construction Group, Inc.
Ryan, LLC
Sabadell United Bank
Sheltair Aviation Center/Northside
Templeton & Company, LLP
The GA Group Ltd. Co.

ASSOCIATES ($1,000)
Aerotek
American Red Cross Broward County Chapter
Behar Law Group
Better Homes & Gardens
– Theresa Kresge
Broward Public Library Foundation
Commercial Real Estate Partners, LLC
DCOTA
Florida First Capital Finance Corporation
Florida Atlantic Research & Development Authority
Habilitation Center, Inc.
Hearts and Flowers Party Designs
Hospice by the Sea
Hyatt Place Ft. Lauderdale 17th Street
James A. Cummings, Inc.
Jones Lang LaSalle, Jim Cahnlin
Jones Lang LaSalle, Alice Lucia
Marine Industries Association of South Florida
Morris Southeast Group
Quality Manufacturing Association (QMA)
Ross Realty Investments, Inc.
Tower Club
Windstream Communications

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Tania Vinaixa
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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. Following are the members of the Partner Council (Alliance members indicated in bold):

17th Street Causeway Alliance
Broward County Office of Economic and Small Business Development
Broward County Public Schools
Broward Cultural Affairs Division
Broward SCORE
Broward Technical Centers
Broward Workshop
The Builders Association of South Florida
City of Coconut Creek
City of Cooper City
City of Coral Springs
City of Coral Springs Community Redevelopment Agency
City of Dania Beach
City of Deerfield Beach
City of Fort Lauderdale
City of Hallandale Beach
City of Hollywood
City of Lake Lauderdale
City of Lauderdale Lakes
City of Lauderdale Hills
City of Lauderdale Community Redevelopment Agency
City of Lighthouse Point
City of Margate
City of Miramar
City of North Lauderdale
City of Oakland Park
City of Pembroke Pines
City of Plantation
City of Pompano Beach
City of Sunrise

City of Tamarac
City of West Park
City of Wilton Manors
Coconut Creek Chamber of Commerce
Community Redevelopment Associates of Florida, Inc.
Coral Springs Chamber of Commerce
Coral Springs Economic Development Foundation
Dania Beach Community Redevelopment Agency
Davie Community Redevelopment Agency
Davie/Cooper City Chamber of Commerce
Deerfield Beach Chamber of Commerce
Downtown Development Authority
Enterprise Development Corporation
Florida Atlantic Research and Development Authority
Florida First Capital Finance Corporation
Florida Small Business Development Center in Broward
Fort Lauderdale – Hollywood International Airport, Broward County
Greater Dania Beach Chamber of Commerce
Greater Fort Lauderdale Chamber of Commerce
Greater Fort Lauderdale Convention & Visitors Bureau
Greater Hollywood Chamber of Commerce
Greater Plantation Chamber of Commerce
Greater Pompano Beach Chamber of Commerce
Greater Sunrise Chamber of Commerce
Hallandale Beach Chamber of Commerce
Hallandale Beach Community Redevelopment Agency
Lauderhill Regional Chamber of Commerce
Leadership Broward Foundation, Inc.
Lighthouse Point: Chamber of Commerce
Margate Chamber of Commerce
Margate Community Redevelopment Agency
MetroBroward Economic Development Corporation
Miramar- Pembroke Pines Regional Chamber of Commerce
Oakland Park Community Redevelopment Agency
Office of the Governor
Parkland Chamber of Commerce
Port Everglades Department, Broward County
South Florida Manufacturers Association
South Florida Regional Planning Council
South Florida Technology Alliance
Tamarac Chamber of Commerce
Town of Davie
Town of Southwest Ranches
U.S. Small Business Administration
Urban Land Institute SE Florida/Caribbean
Urban League of Broward County
Weston Area Chamber of Commerce
Wilton Manors Main Street
WorkForce One
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. The Alliance staff provides assistance with business relocation or expansion and site selection; incentive programs and information; market research; and serves as a liaison for workforce development between WorkForce One Employment Solutions, educational institutions and the business community.

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The Alliance is proud to recognize the support and partnership of Broward County, WorkForce One, Enterprise Florida and the Florida Chamber of Commerce.
2011 - 2012 Results

During the last nine years, the 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. We have helped to fill more than 4 million square feet of office and industrial space. During fiscal year 2011-12, the Alliance teamed with its members, Broward County and other partners to deliver extremely strong results as you will see in this report. Following are the FY 2011-12 results at the time of publication.

Business Development

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>YTD</th>
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<tbody>
<tr>
<td>Number of New Value-Added Jobs</td>
<td>1,200</td>
<td>1,509</td>
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<td>Jobs Retained</td>
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Capital Investment

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<td>Domestic</td>
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<td>International</td>
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Leads, Projects & Corporate Visits

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<tr>
<td>International Leads</td>
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<tr>
<td>Active Projects</td>
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Private Sector Investment

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<tbody>
<tr>
<td>Public/Private Mix</td>
<td>$1.00/$1.55</td>
<td>$1.00/$1.94</td>
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<tr>
<td>Private Sector Dollars</td>
<td>$1,353,000</td>
<td>$1,695,339</td>
</tr>
<tr>
<td>Broward County Revenue</td>
<td>$874.6K</td>
<td>$874.6K</td>
</tr>
</tbody>
</table>

* As of publication date

A Special Thank You

The Alliance wishes to especially thank its private sector partners for their investment in the work of the Alliance in 2011-12! For every $1 invested by the private sector, the return on investment in terms of capital investment in Broward County was $51.08, 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, and the Dania Beach Community Redevelopment Agency, have allowed us to expand our marketing outreach efforts and grow our pipeline of relocation and expansion prospects even during a difficult economic environment.
A marketing brochure and DVD touting Broward, Miami-Dade and Palm Beach Counties as a choice location for business is available in five languages. *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. DVDs are available in English, French, German, Italian and Spanish and can be downloaded from gfalliance.org.

In fiscal year 2011-2012, a new *South Florida: Your Global Business Connection* web portal was implemented, which provides a South Florida economic development website for the first time. A special thank you to Nova Southeastern University for creating and hosting this website, working with the Alliance in a leadership role.

In 2011-12, the Alliance participated in missions to Brazil, Mexico and Spain and hosted delegations from a number of countries from around the world. Examples include:

**Broward County Mayor Sue Gunzburger led a local delegation on an Enterprise Florida economic development mission to Brazil.** Alliance Chairman David Armstrong attended, along with other representatives of Broward County. The overall mission was led by Governor Rick Scott.

**Alliance Vice President of Business Development David Coddington, along with other representatives from Broward County including the CVB, visited Toluca, Mexico.** The trip created awareness about Spirit Airlines’ direct flights into Toluca and explored beneficial business development opportunities.

**Alliance President/CEO Bob Swindell and International Business Manager Paola Isaac Baraya participated on an International Team Florida mission to Madrid, Spain with Governor Scott and Enterprise Florida.** The Alliance presented to Spanish executives about investing in Florida. The panel is an excellent example of our regional collaboration, as the Alliance was joined by the Miami-Dade Beacon Council and the Business Development Board of Palm Beach County for a presentation explaining why Southeast Florida is an excellent location for doing business in the Americas and the Caribbean.

**The Consul General of Brazil in Miami, Ambassador Hélio Vitor Ramos Filho, visited Broward County.** The visit, hosted by the Alliance’s international Action Team and the Broward County Office of Economic and Small Business Development, included a ceremony at the Broward Center for the Performing Arts where a “Key to the County” was presented to Ambassador Ramos by Broward County Commissioner Dale Holness. This was followed by a Sun Trolley tour of Port Everglades and the Fort Lauderdale-Hollywood International Airport, and ended with a reception cruise along the New River aboard the Riverfront Anticipation.

**The Alliance hosted the Honorable Adolfo Baratto, Consul General of Italy in Miami and a delegation of Italian companies, for an official visit to Broward County in cooperation with the Italy-America Chamber of Commerce and the Broward County Office of Economic and Small Business Development.** The visit was designed to strengthen relationships between American and Italian firms within the marine, maritime, shipping, aerospace, airport infrastructure, and logistics sectors. In April, the Italy-America
An impressive group of national, out-of-state and local companies relocated and expanded in Broward County during FY 2011-12, 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>AAJ Technologies</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>N/A</td>
<td></td>
<td></td>
<td>38</td>
<td>High-end technology consulting</td>
</tr>
<tr>
<td>AeroTurbine</td>
<td>Miramar</td>
<td>Office</td>
<td>200,000</td>
<td>$30,000,000</td>
<td>75</td>
<td>175</td>
<td>Global aviation solution provider. Manufactures, repairs &amp; maintains aircraft engines, parts &amp; supplies. A subsidiary of International Lease Finance Corp.</td>
</tr>
<tr>
<td>American Medical Depot</td>
<td>Miramar</td>
<td>Distribution/Office/R&amp;D</td>
<td>50,000</td>
<td>$5,000,000</td>
<td>50</td>
<td>97</td>
<td>Distributor of medical and surgical supplies</td>
</tr>
<tr>
<td>Astor &amp; Black</td>
<td>Pembroke Pines</td>
<td>Office</td>
<td>22,000</td>
<td>$1,475,000</td>
<td>67</td>
<td></td>
<td>Corporate headquarters for leading direct to consumer clothing company</td>
</tr>
<tr>
<td>BioRamo, LLC</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>7,500</td>
<td>$1,500,000</td>
<td>36</td>
<td></td>
<td>Pharmaceutical company that manufactures both over-the-counter and prescription drugs</td>
</tr>
<tr>
<td>Bombardier Aerospace</td>
<td>Fort Lauderdale</td>
<td>Manufacturing</td>
<td>N/A</td>
<td></td>
<td></td>
<td>170</td>
<td>World leader in the design, manufacture and support of innovative aviation products</td>
</tr>
<tr>
<td>Capital Processing International, Inc.</td>
<td>Hollywood</td>
<td>Office</td>
<td>N/A</td>
<td></td>
<td></td>
<td>3</td>
<td>Offers a comprehensive suite of best-in-class electronic banking products and services including online banking, mobile banking and IVR systems</td>
</tr>
<tr>
<td>CTC Medical, Inc.</td>
<td>Davie</td>
<td>Manufacturing</td>
<td>N/A</td>
<td></td>
<td></td>
<td>11</td>
<td>Surgical instrument repair and restoration</td>
</tr>
<tr>
<td>CTS</td>
<td>Fort Lauderdale</td>
<td>Manufacturing</td>
<td>60,000</td>
<td>$25,000,000</td>
<td>30</td>
<td>50</td>
<td>Maintenance, repair and overhaul of jet engines</td>
</tr>
<tr>
<td>Decimal Engineering</td>
<td>Pompano Beach</td>
<td>Office</td>
<td>N/A</td>
<td></td>
<td></td>
<td>31</td>
<td>Precision sheet metal fabricator and machine shop</td>
</tr>
<tr>
<td>e-Builder</td>
<td>Plantation</td>
<td>Office</td>
<td>22,000</td>
<td>$250,000</td>
<td>33</td>
<td>56</td>
<td>Develops web-based construction software for large, capital intensive construction projects</td>
</tr>
<tr>
<td>ECI Pharmaceuticals</td>
<td>Fort Lauderdale</td>
<td>Office and Manufacturing</td>
<td>5,000</td>
<td>$1,050,000</td>
<td>20</td>
<td>18</td>
<td>Manufactures generic and over the counter drugs</td>
</tr>
<tr>
<td>Enterprise Resources Technology Group, Inc.</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>N/A</td>
<td></td>
<td></td>
<td>11</td>
<td>Microsoft Gold Certified Partner providing services to businesses in distribution, manufacturing, financial services, professional services, and not-for-profit</td>
</tr>
<tr>
<td>COMPANY</td>
<td>CITY</td>
<td>TYPE OF FACILITY</td>
<td>SQ. FT. OF PROJECT</td>
<td>DIRECT CAPITAL INVESTMENT</td>
<td>JOBS CREATED</td>
<td>JOBS RETAINED</td>
<td>PRODUCT/SERVICE</td>
</tr>
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<td>------------------------------------------------------</td>
</tr>
<tr>
<td>Eurotech</td>
<td>Fort Lauderdale</td>
<td>Marine</td>
<td>400</td>
<td>$90,000</td>
<td>3</td>
<td>3</td>
<td>Marine vessel refurbishment</td>
</tr>
<tr>
<td>Florida Supplement</td>
<td>Miramar</td>
<td>Manufacturing/Distribution</td>
<td>97,000</td>
<td>$500,000</td>
<td>50</td>
<td>72</td>
<td>Manufactures and distributes nutritional supplements</td>
</tr>
<tr>
<td>Global Response</td>
<td>Margate</td>
<td>Office/Call Center</td>
<td>12</td>
<td>$1,000,000</td>
<td>200</td>
<td>360</td>
<td>Provides customer service solutions to a litany of national corporations</td>
</tr>
<tr>
<td>HEICO Aerospace</td>
<td>Hollywood</td>
<td>Office and Manufacturing</td>
<td>N/A</td>
<td></td>
<td>20</td>
<td></td>
<td>Technology-driven aerospace, industrial, defense and electronics company</td>
</tr>
<tr>
<td>iCare, LLC</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>16,000</td>
<td>$4,300,000</td>
<td>30</td>
<td>13</td>
<td>Provides digital storage for patient files</td>
</tr>
<tr>
<td>ICE Portal, Inc.</td>
<td>Hollywood</td>
<td>Office</td>
<td>N/A</td>
<td></td>
<td>12</td>
<td></td>
<td>Helps clients produce, manage and distribute rich visual content to over 11 million unique visitors a month on 1000s of websites in nine languages</td>
</tr>
<tr>
<td>Interplex Sunbelt, Inc.</td>
<td>Tamarac</td>
<td>Manufacturing</td>
<td>N/A</td>
<td>$1,455,000</td>
<td>17</td>
<td></td>
<td>Makes circuitry for various medical device applications</td>
</tr>
<tr>
<td>Juratoys</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>1,100</td>
<td>$200,000</td>
<td>5</td>
<td></td>
<td>Boutique toy manufacturer, established first US office in Fort Lauderdale</td>
</tr>
<tr>
<td>Saveology</td>
<td>Margate</td>
<td>Office</td>
<td>30,000</td>
<td>$2,400,000</td>
<td>700</td>
<td>550</td>
<td>Support center for home services such as cable, security, phone, etc.</td>
</tr>
<tr>
<td>Stretch Wrap Packaging LLC</td>
<td>Fort Lauderdale</td>
<td>Office and Manufacturing</td>
<td>N/A</td>
<td>$12,000,000</td>
<td>100</td>
<td></td>
<td>India-based plastic manufacturer for the logistics industry relocating its manufacturing operations from Suriname to Broward</td>
</tr>
<tr>
<td>Sunbelt Transformer</td>
<td>Pompano Beach</td>
<td>Office</td>
<td>N/A</td>
<td>$40,000</td>
<td>8</td>
<td></td>
<td>Reconditions, repairs and rents new and used industrial electrical equipment</td>
</tr>
<tr>
<td>Total Quality Logistics</td>
<td>Dania Beach</td>
<td>Office</td>
<td>6,000</td>
<td>$400,000</td>
<td>85</td>
<td></td>
<td>Provides logistical plans and transportation for shipping products.</td>
</tr>
</tbody>
</table>
The Year in Review
2011-2012 Economic Development Highlights at a Glance

**Business Facilities** named the Alliance the winner of its first "Achievement In Public-Private Partnership Award." The award was one of a new annual series of economic development awards the publication introduced to honor the organizations that have established and consistently executed the best practices in the economic development industry.

Davie manufacturer **MAKO Surgical**, which develops robotic systems used by hospitals for knee and hip replacement surgery, launched a second production line, planning to hire 100 technology specialists. The Alliance worked to secure economic incentives in 2010 for creating the jobs.

Leaders of the **Seminole Tribe of Florida and Seminole Gaming** announced plans to hire 800 new fulltime employees as part of the $150 million expansion of the Seminole Casino Coconut Creek.

The Alliance announced the establishment of the **Ray Ferrero Jr. Economic Development Leadership Award**. "The award will be presented annually to the Greater Fort Lauderdale business leader who embodies the qualities, vision and commitment towards the community and economic development that Chancellor Ferrero exhibits every day," said Bob Swindell, President and CEO of the Alliance. The first award was presented to Ferrero, Chancellor of Nova Southeastern University, who has served as a past chair of the Alliance and founding and current chair of the Alliance’s CEO Council.

Alliance Vice President of Business Development David Coddington, along with other representatives from Broward County including the CVB, visited Toluca, Mexico. The trip created awareness about Spirit Airlines’ direct flights into Toluca and explored beneficial business development opportunities.

Greater Fort Lauderdale saw an increase in positive perception in its image as a headquarters location from 48% to 84% among site consultants and corporate decision makers over the last three years. "Based on the results of the (2011) survey, Greater Fort Lauderdale has moved the needle significantly as a headquarters location and recent corporate headquarters announcements substantiate even more the opinions of the survey respondents," said Del Boyette of Boyette Strategic Advisors, who conducted the survey.

The Broward County Commission adopted a new economic development incentives ordinance based on input provided by the Alliance. The Alliance's CEO Council commissioned a research study to benchmark national and state leading economic development incentives and determine the competitiveness of local programs to support the recruitment of corporate headquarters facilities. The Council made several recommendations as a result of the study findings. "New job creation, especially in our targeted industry areas, is a key focus for Broward County," said Broward County Mayor John E. Rodstrom, Jr. "Our updated incentives ordinance is one more way we've taken steps to set the stage to create high wage jobs for the residents of Broward County and strengthen and diversify our economy."

Broward County Mayor Sue Gunzburger led a local delegation on an Enterprise Florida economic development mission to Brazil. Alliance Chairman David Armstrong attended, along with other representatives of Broward County. The overall mission was led by Governor Rick Scott.

Five Broward high schools were ranked as Silver Medal schools by *US News & World Report*. The schools were selected from 21,000 schools across the country.

Construction began on the Fort Lauderdale-Hollywood International Airport's south runway expansion project. More than 11,000 temporary jobs are expected to be generated over the life of the project.

Members of the Alliance's Port Everglades Advocacy Action Team, led by Alliance CEO Council member Terry Stiles traveled to Tallahassee with representatives of Broward County, the Port Everglades Association, the Broward Workshop and other community leaders, showing support for Port Everglades expansion. The purpose of the Action Team is to help secure necessary state and federal funding for expansion projects in the county’s Port Everglades Master Plan. Port Everglades is embarking on three critical expansion projects that are projected to create 7,000 new jobs regionally and support 135,000 jobs statewide over the next 15 years. These key expansion projects are expected to be completed over the next six years and will add five berths, widen and deepen the channel and bring freight rail directly into the port.

**Saveology** and the Greater Fort Lauderdale Alliance co-hosted a grand opening ceremony unveiling the company’s new technology campus. Saveology is receiving up to $2.3 million in state and city of Margate performance-based incentives for creating 700 jobs over the next three years.

Emerson celebrated the official opening of its new consolidated Latin America headquarters in Sunrise. The facility houses more than 50 Emerson employees and will serve as home base for the management teams that oversee the company’s businesses in Latin America.
The Alliance, Broward County and leading community organizations launched the Six Pillars strategic planning process with more than 300 members of the community participating as volunteers. The process, led by The Florida Chamber Foundation at the state level, helps communities throughout the state of Florida prosper and create high-paying jobs by creating a visioning process which looks to a horizon through the year 2030. Six Pillars addresses topics which have been deemed critical to economic success in the future: (1) Talent Supply & Education, (2) Innovation & Economic Development, (3) Infrastructure & Growth Leadership, (4) Business Climate & Competitiveness, (5) Civic & Governance Systems, and (6) Quality of Life & Quality Places. For more information, visit www.sixpillarsbroward.org.

The FAU National Alumni Association Broward Seaside Burrow named the Alliance its 2012 Community Partner of the Year award winner.

Astor & Black Custom Clothiers, a leading direct to consumer clothing company for men and women, announced the relocation of its corporate headquarters from Columbus, Ohio to Pembroke Pines. Florida Governor Rick Scott, Enterprise Florida, the City of Pembroke Pines and the Greater Fort Lauderdale Alliance CEO Council worked closely with Astor & Black officials to bring the company’s headquarters to Pembroke Pines. Astor & Black will create 82 high paying jobs with an average salary in excess of 200% of the local Broward County average wage.

CTS Engines, a leading independent engine MRO, opened its $25 million state-of-the-art engine service center. The 60,000 square foot building, located next to Fort Lauderdale-Hollywood International Airport, is a full service engine overhaul facility capable of performing the vast majority of all engine repairs in-house.

Robin Ronne, Managing Director of the CEO Council, continued in his role as a member of the CoreNet Global Board of Directors and Finance Committee, and Corporate Real Estate LEADER Magazine’s Global Editorial Advisory Committee.

U.S. News & World Report stated that Broward County Public Schools (BCPS) is home to several Best High Schools in the nation and state. In all, 14 BCPS high schools received gold, silver, or bronze medals in U.S. News’ Best High Schools 2012 national rankings.

e-Builder, Inc., the pioneer in fully integrated, cloud-based construction program management software, selected Plantation as the site for their headquarters expansion. The company committed to add 33 high-paying jobs with an average salary in excess of 150 percent of the local Broward County average wage. The company plans to invest in the renovation of property adjacent to their existing facility.

Private Jet Charter, one of the world’s largest independent private jet charter brokers and consultants, held a ribbon cutting ceremony for its newly expanded headquarters in downtown Fort Lauderdale. The expanded Fort Lauderdale office is the company’s fifth in its network which includes locations in London, Nice, Dubai and Moscow.

BioRamo, LLC, a manufacturer of both over-the-counter and prescription liquid and semi-solid products, selected Fort Lauderdale as the site for the location of its company operations. The company committed to add 36 jobs with an average salary of $48,690, and invest $1.5 million in the renovation of the property.

The Alliance was recognized by the Florida Economic Development Council (FEDC) with a first place award in promotional and marketing innovation during the FEDC’s annual conference. The award was for best internal publication for the Alliance’s Annual Report. The report was created and designed in partnership with the Alliance by Ambit Advertising and Public Relations. At the same event, three Greater Fort Lauderdale Alliance volunteer leaders received awards for volunteer leadership. J. David Armstrong, Jr., president of Broward College and chair of the Board of Directors of the Alliance, and Michael Daskal, partner in Daskal Bolton LLP, were named the 2012 Richard L. McLaughlin FEDC Southeast Region Volunteers of the Year. The 2012 Toni Jennings Workforce Development Professional of the Year Award for the state of Florida went to Mason Jackson, president and CEO of WorkForce One Employment Solutions, a member of the Alliance’s Board of Directors and past chair of the Alliance’s Governor Council.

Construction began on the new 20-story, 741,000-square-foot Broward County Courthouse in downtown Fort Lauderdale.

Seventeen Broward County communities have been named Greater Fort Lauderdale Alliance “Platinum Cities” after approving a permitting excellence process recommended by the Alliance. The cities are (in the order they adopted ordinances): Tamarac, Davie, Oakland Park, Fort Lauderdale, Miramar, Coconut Creek, Plantation, Cooper City, Deerfield Beach, Coral Springs, Hollywood, Dania Beach, Pompano Beach, Margate, Lauderdale, Wilton Manors and Pembroke Pines.

AeroTurbine selected Miramar as the company’s corporate headquarters location as they expand and relocate from their current location in Miami. The company will add 75 new jobs to their current labor force of 175 people and make a $30 million capital investment. The company will occupy 200,000 square feet of space.

Global Response Corporation, a call services center for multichannel retail, healthcare, insurance and automotive industries will be expanding its current operation and is planning to create 200 new jobs. The company is located in Margate.

Broward College was named one of the best community colleges in the nation and a finalist for the Aspen Prize for Community College Excellence. The Aspen Prize is the nation’s signature recognition of high achievement and performance in America’s community colleges.
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