



ANNUAL REPORT

2013-2014





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 Market Research & Business Intelligence
- Securing and Enhancing Private/Public Leadership & 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.

FROM THE CHAIRMAN OF THE BOARD AND PRESIDENT

2013-14 has been another excellent year for the Alliance, as you will see in this annual report to the community. Here are some highlights:

For the third year in a row, *Business Facilities* magazine has recognized the Greater Fort Lauderdale Alliance with consecutive national first-place awards as a top economic development organization.

The Alliance is pleased to announce the relocation and expansion of 21 companies, the creation of 1,422 high value jobs, the retention of 5,275 jobs and more than \$265 million in capital

investment in Broward County. This will add to the total economic impact to Broward County, where from 2007 to 2014, the Alliance, working with our partners, helped create or retain 20,288 direct jobs that are estimated to generate through direct, indirect and induced effects total employment of approximately 44,600 jobs in Broward County and 7,987 jobs elsewhere in Florida, \$8.8 billion in annual economic impact in Broward County and \$1.6 billion in annual personal income in Broward County.

The CEO Council continued its award-winning and highly successful "Life. Less taxing." national/international marketing campaign, focusing on editorial content and targeted video marketing directly to site selectors and CEOs through highly respected corporate real estate publications including *Area Development*, *Business Facilities*, *Chief Executive*, *CoreNet Global's Corporate Real Estate The Leader*, *Florida Trend*, *Global Trade, Inc. magazine*, *Private Clubs*, *Site Selection*, and *Southern Business & Development*.

Regional cooperation and collaboration was a key focus of the Alliance as it continued work on a number of economic development initiatives with organizations throughout the Southeast

Florida region. Examples include TechGateway.org, Six Pillars, Seven50, Life Sciences South Florida (LifeSciencesSF.org) the South Florida Technology Alliance and the Florida Virtual Entrepreneur Center (FLVEC). Port Everglades advocacy, support of our K-20 education system, improvements to the permitting process and business assistance seminars were also priorities as the Alliance worked to improve the business climate in Broward County, grow jobs and position our community to compete globally.

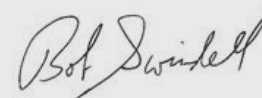
The Alliance continued to assist local companies through its BRAVO (Business Retention and Visitation Outreach) program. More than 175 companies were visited this year, with the Alliance providing assistance with finding access to capital, workforce training opportunities, permitting issues and site location.

These are results 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. This collaborative effort reinforces our theme, "Economic Development is Everyone's Business." Thank you to our members and partners for your outstanding support of our many activities and successes this past year.

Ben Wesley
FY 2013-2014 Chairman of the Board
GREATER FORT LAUDERDALE ALLIANCE
External Affairs Manager
FLORIDA POWER AND LIGHT



Bob Swindell
President/CEO
GREATER FORT LAUDERDALE ALLIANCE



Ben Wesley, Florida Power & Light
Chairman of the Board

Mike Moore, COI access, *Vice Chairman*

Penny Shaffer, Florida Blue, *Secretary*

Scott Verner, Nipro Diagnostics, *Treasurer*

Gerard Litrento

BankUnited, *Past Chairman*

Bob Swindell

Greater Fort Lauderdale Alliance
President/CEO

Melanie Dickinson

South Florida Business Journal

Ray Ferrero, Jr.

Nova Southeastern University

Mason Jackson, CareerSource Broward

Commissioner Chip LaMarca

Broward County

Sandra Mayor, BankUnited

Peyton Moore, Avison Young

Jennifer O'Flannery Anderson

Nova Southeastern University

Stefan Pittinger, Peak 10

Mayor Jack Seiler, City of Fort Lauderdale

Barry Somerstein, Greenspoon Marder, P.A.
Of Counsel

Michael Stamm

City of Pembroke Pines

Bill White

Compass Office Solutions, LLC

EXECUTIVE COMMITTEE

BOARD OF DIRECTORS

Anthony Abbate
Florida Atlantic University

Vasti Amaro, Vasti Transport, Inc.

J. David Armstrong, Jr.
Broward College

Joe Atkinson, Wells Fargo

Josie Bacallao
Hispanic Unity of Florida

William Berger
Greenspoon Marder, P.A.

Basil Bernard
Apricot Office Interiors

Julie Berry, Stiles

Mary Blasi, City of Coconut Creek

Ashley Boxer
Memorial Healthcare System

Jennifer Bramley
City of Coral Springs

Marcos Borrás
Hyatt Regency Pier Sixty-Six

Cressman Bronson, PNC Bank

Kathleen Cannon
United Way of Broward County

Charles Caulkins
Fisher & Phillips, LLP

Alan Cohen, City of Sunrise

Guy Desautels, Citrix Systems, Inc.

Heiko Dobrikow, Riverside Hotel

Jeremy Earle, Dania Beach CRA

Nelson Fernandez, ANF Group

Ric Green, Greater Pompano Beach
Chamber of Commerce

Bertha Henry, Broward County

Frank Herhold
Marina Investments Group

Anne Hotte, Greater Hollywood
Chamber of Commerce

Thomas Irwin, HEICO Corporation

Brian Johnson, Broward County
Minority Builders Coalition, Inc.

Margaret Kempel
Port Everglades Association

Kathy Koch, Ambit Advertising
and Public Relations

David Kresge, Regions Bank

Jarett Levan, BBX Capital

Dan Lindblade, Greater Fort
Lauderdale Chamber of Commerce

Steven Mariano
Patriot National Insurance Group

Greg Marino
Kaplan University Group

Stewart Martin
Seitlin, A Marsh & McLennan Agency

Sandy-Michael McDonald
Broward County Office of Economic
& Small Business Development

Pat McKay, Templeton & Company, LLP

Debra (D.K.) Mink, Sunnyvale
Corporation/Mink & Mink Inc.

Carlos Molinet, Greater Fort
Lauderdale Convention & Visitors
Bureau

James Murley, South Florida
Regional Planning Council

Peggy Nordeen, Starmark International

Arlene Pecora, The Signature Grand

Gary Press, Lifestyle Media Group

Karen Reese, City of Fort Lauderdale

David Reid, JM Family Enterprises

Laurie Rich Levinson
School Board of Broward County

Gary Rogers, Lauderdale Lakes CRA

Juliet Roulhac, Florida Power & Light

Robert Runcie
Broward County Public Schools

Laurie Sallarulo
Leadership Broward Foundation

Rosana Santos, Big Chef

Norm Seavers, Broward College

Bill Seefeldt, Blackberry

Kelley Shanley
Broward Center for the Performing Arts

Dr. Germaine Smith-Baugh
Urban League of Broward County

Peter Tuffo, Suffolk Construction

Robert White, GUNSTER



2013-14 Board of Directors

PAST CHAIRS

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 their dedication to making Broward County a stronger and more diverse economy.

1963-64	J. Tatum	1979-80	William E. Duffy	1996-97	Daniel Gordan
1963-64	A.O. Wickham	1980-81	John R. Morris	1997-98	Thomas J. Miller
1964-65	Bryce N. Batzer	1981-82	Charles W. Boyd	1998-99	Jerry Ingate
1965-66	Nicholas De Tardo	1982-83	Charles W. Boyd	1999-00	Dr. Wilhelmena Mack
1966-67	Albert J. W. Novak	1983-84	Charles W. Boyd	2000-01	Ron Greenstein
1967-68	Archibal M. Black	1984-85	Roy Rogers	2001-02	A. Paul Anderson
1968-69	Frank Veltri	1985-86	Jerome I. Miller	2002-03	Lonnie H. Maier
1969-70	Paul E. Bayse	1986-87	Robert E. Huebner	2003-04	Larry J. Behar
1970-71	George W. Church	1987-88	Gary Arenson	2004-05	Howard Greenberg
1971-72	Jesse J. Martin	1988-89	Terry Stiles	2005-06	Evan T. Rees
1972-73	Frank Veltri	1989-90	Roger L. Arndall, Jr.	2006-07	John Ruffin, Jr.
1973-74	John C. Cassidy	1990-91	Robert P. Legg	2007-08	Kathy Koch
1974-75	Albert J. W. Novak	1991-92	Walter Banks	2008-09	Ray Ferrero, Jr.
1975-76	Neub Petschulat	1992-93	Michael Streibig	2009-10	Peggy Nordeen
1976-77	Paul E. Bayse	1993-94	John Dorland	2010-11	J. David Armstrong, Jr.
1977-78	Ronald G. Cattlett	1994-95	Robert H. Larsen	2011-12	J. David Armstrong, Jr.
1978-79	Ronald G. Cattlett	1995-96	Joel K. Gustafson	2012-13	Gerard Litrento

GREATER FORT LAUDERDALE ALLIANCE COUNCILS

CEO COUNCIL

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

Responsible 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, the source for corporate site selectors, honored the Alliance, through its CEO Council, as a national economic development achievement award winner for the third year in a row with its 2014 Economic Development **Achievement in Public-Private Partnerships Award**. This follows the 2013 announcement of the Alliance as recipient of the publication's highest honor, the **Excellence in Economic Development Award** winner for communities with a population greater than 500,000, and the 2012 announcement of the Alliance as the inaugural winner of its **Economic Development Achievement in Public-Private Partnerships Award**.

CoreNet Global, the world's leading association of corporate real estate executives and workplace professionals, service providers and economic developers with more than 8,000 members including 70 percent of the Fortune 100 and Forbes Global 2000 – selected the Greater Fort Lauderdale Alliance's "CEO Council Successful HQ Marketing Plan" as a finalist for the H. Bruce Russell Global Innovator's Award, the organization's most prestigious recognition of innovation.

Continued the **"Life. Less taxing."** video campaign through highly visible digital media applications on targeted national/international websites such as *Area Development*, *Business Facilities*, *Chief Executive*, *Inc.* and *Site Selection*. Additionally, promoted Greater Fort Lauderdale as a premier headquarters location through print advertising and achieved 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:

Area Development
Business Facilities
Chief Executive
CoreNet Global's The LEADER
Florida Trend
Global Trade
Inc.
Private Clubs
Site Selection
Southern Business & Development

Sponsored the CoreNet Global Southeast Florida Chapter spring meeting at the Hyatt Regency Pier Sixty-Six. Special guests included Angela Cain, CoreNet Global CEO and Matt Fanoe, Director of Coca Cola Global Corporate Real Estate. CEO Council Managing Director Robin Ronne was also appointed to the CoreNet Global Southeast Florida Chapter Board of Directors and Officers.

Announced that **Nyrstar** would establish its new corporate headquarters for mining in the Americas in Fort Lauderdale. Nyrstar is an integrated mining and metals business with market leading positions in zinc and lead and growing positions in other base and precious metals that employs more than 7,000 people across five continents worldwide. The project creates 25 new jobs with a capital investment of \$150,000.

Announced that **Prolexic Technologies**, the global leader in Distributed Denial of Service (DDoS) protection services, would relocate and expand its global corporate headquarters and 24x7 security operations center to Fort Lauderdale. The project represented 118 new jobs, 120 retained jobs and a capital investment of nearly \$1.2 million.

Announced that **Stemtech International, Inc.**, the Stem Cell Nutrition Company, would relocate its international headquarters and manufacturing/research and development laboratory from San Clemente, California to Pembroke Pines. The relocation represents 90 new jobs over three years at an average salary of approximately \$65,849, along with providing \$1.35 million in capital investment. ■

GOVERNOR COUNCIL

Chair: Melanie Dickinson
South Florida Business Journal
Vice Chair: Lonnie Maier
FPL FiberNet

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.

Governor Council meetings over the year included visits, behind-the-scenes tours and special guest speakers at the following venues: **HEICO Corporation, Roscioli Yacht Center; RoboVault; the Broward County Main Library; and the South Runway at Fort Lauderdale/Hollywood International Airport.**

The council's Permitting Action Team, chaired by Mason Jackson of CareerSource Broward, continued to promote the **Platinum Cities** permitting excellence process encouraging Broward communities to make the permitting and inspections process more business friendly and competitive with other regions. The 18 cities that have now adopted formal permitting excellence processes are (in order of adoption): Tamarac, Davie, Oakland Park, Fort Lauderdale, Miramar, Coconut Creek, Plantation, Cooper City, Deerfield Beach, Coral Springs, Hollywood, Dania Beach, Pompano Beach, Margate, Lauderhill, Wilton Manors, Pembroke Pines and Sunrise. The team is now shifting focus to promote

implementation of a county-wide centralized ePermits online permitting process.

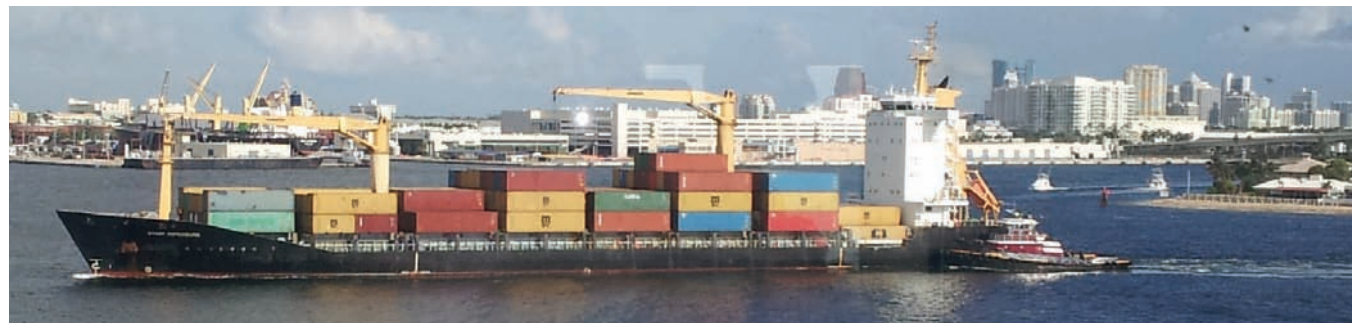
The Port Everglades Advocacy Team, a joint group of the Greater Fort Lauderdale Alliance, Broward Workshop and Port Everglades Association, under the leadership of CEO Council member Terry Stiles, had a high-impact and busy year, as work to shore up support for expansion efforts at Port Everglades moved into high gear. The group's key focus is to educate and galvanize the business community to support capital projects at Port Everglades which will allow Greater Fort Lauderdale/Broward County to remain competitive in the growing internationalization of ports post-Panama Canal widening.

The current objective of the group is to receive – after nearly 18 years – a Final Chief's Report on the deepening and widening of the Port, which will allow the project to move forward. No work can be done without the authorization of the federal government and the Army Corps of Engineers. A draft report was released in July 2013. Advocacy efforts have included visits by Alliance and community leaders to Tallahassee and Washington, D.C. to meet with legislators, advertising in a prominent political publication, *The Hill*, and constant contact with legislators, including U.S. Congresswoman Lois Frankel, a member of the important Transportation & Infrastructure

Subcommittee and a strong advocate for the project. The team's efforts were rewarded with the inclusion of language in the WRRDA Bill that allows Broward County to begin the pre-engineering work once the Port receives the Final Chief's Report. And, equally important, the Port is now eligible for reimbursement on their up-front costs when the project is funded through an Appropriations Bill.

The Educational Excellence Builds Business Action Team (E²B² Action Team) continues to showcase the high quality of Greater Fort Lauderdale's preK-20 education system. The team recognized **TD Bank** as this year's Outstanding Business Partner, and **Dr. Keith Van de Riet of Florida Atlantic University** as World Class Faculty honoree at the Alliance's annual and mid-year meetings.

The E²B² Action Team also worked with the Sun Sentinel and Broward County Public Schools to publish a special section in the Sun Sentinel highlighting the achievements of every local public high school and one outstanding senior in a feature titled, Saluting Educational Excellence in Broward County Public Schools. In addition, in a similar partnership between the Alliance and the Sun Sentinel, a full-page ad was placed congratulating the Class of 2014 for their high achievements including Ivy League college acceptances as well as extraordinary statistics about the class. ■





LEADERSHIP COUNCIL

Chair: Stefan Pittinger

Peak 10

**Vice Chair: Heidi Davis Knapik
GUNSTER**

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 2014 Florida legislative session.

Met at the Museum of Discovery & Science, where Dr. Elaine Liftin, Ed.D., President & Executive Director for the Council for Educational Change, and Steve Wasserman, JLL, **shared the vision of the post-Annenberg Challenge Grant for education organizations.** In 1993, Ambassador Walter Annenberg gave \$100 million to improve public education in South Florida.

Met at Junior Achievement World in Coconut Creek. After the business meeting, the group took an "insiders" tour of the facility and saw over 200 Broward County 5th graders in action at JA businesses such as Wells Fargo, United Way, GUNSTER and the Sun Sentinel.

Hosted its March meeting at the new offices of Becker & Poliakoff in Fort Lauderdale. **Revisited the topic of destination casinos and gambling,** since it would be on the legislative docket for

the current session. Speakers included Senator Ellyn Bogdanoff; Rob Wyre, General Manager of The Isle Casino and Racing at Pompano Park; and Tim Ritvo, President /GM, Gulfstream Park Racing & Casino and COO of racing operations for The Stronach Group. The team made requests to those opposed to the issue but at the last minute, they were not able to attend. A video about opposition to destination casinos was shown at the meeting so both sides of the issue could be evaluated.

Met at the International Swimming and Diving Hall of Fame in Fort Lauderdale. **John Webb, president of Florida Sports, a division of Enterprise Florida, was special guest speaker.** Sports and recreation is responsible for \$44.4 billion in total economic output in Florida, or roughly 3.5% of the state's Gross State Product. Broward County is home to over 250 sporting events each year. ■

**The Alliance
expresses deep
appreciation to our
Council leaders and
volunteers for their
hard work and
dedication during
2013-14!**

CORPORATE COUNCIL

Chair: Sandra Mayor
BankUnited
Vice Chair: Laurel Oswald
Cushman & Wakefield

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 aviation, marine, business/financial services and headquarters, creative industries, alternative energy, healthcare technologies/ life sciences, information technology, mobile communications & telecommunications and international investment.

Visited 176 local companies through the Business Retention Assistance and Visitation Outreach (BRAVO) program. Through this program, representatives from the Alliance, including staff and members, the in-house workforce executive provided by CareerSource Broward, Broward County Office of Economic and Small Business Development and municipalities conduct visits to local businesses in an effort to strengthen the local economy and develop a database of companies in Broward County.

Co-Chairs of the International Action Team (IAT), the Alliance's International Client Manager and a representative from Broward County **met with Mr. Per-Olof Lööf, Honorary Consul of Sweden** and CEO of KEMET Corporation, to discuss Swedish investments in Broward County.

The IAT **hosted Enterprise Florida (EFI) and its Chinese representative team members.** EFI is opening offices in Shanghai and Hong Kong.

The Ambassador of the Republic of Macedonia, H.E. Zoran Jolevski, Honorary General Consul Dana Klein and Sasha Grujevski, Head of the International Office of Foreign Investment and Trade met with the Alliance and Broward County representatives to discuss international trade opportunities.

The City of Mataró, Spain became a sister city to Fort Lauderdale and prior to the signing of sister city documents between the mayors, the Alliance **hosted Mayor Joan Morai Bosch, Commissioner Fernández Del Rey and Ivan Mutis a consultant to the Spanish delegation.**

The French Consul General, Philippe Létrilliart, and the Executive Director of the French American Chamber of Commerce, Laure McKay, were hosted by the Alliance. Mr. Létrilliart gave a presentation on the commercial aspect of the Florida-France relationship, maintaining that more commerce between France and Florida is expected - predominantly in aerospace, logistics, transportation and life sciences.

With the assistance of Greenspoon Marder, the Alliance hosted the Quebec-Florida Chamber mission. Thirteen Canadian companies visited South Florida to inquire about foreign direct investment and trade opportunities.

A special event with Jürgen Borsch, German General Consul, was held at MAN Diesel Engines & Components. German nationals from DHL, Bosch and other German companies were in attendance along with Broward

County Commissioner Dale V.C. Holness and representatives from the Pompano Beach City Manager's Office and Chamber of Commerce.

Met at Resolve Marine Group, a leading marine services organization that provides salvage, emergency response, training, naval architecture and marine engineering and other services to the global maritime industry. The meeting included a presentation by President/CEO Joseph Farrell, Jr., and a tour of the facility including its ship simulation room, which creates various training scenarios for ship operators.

Was hosted by Transwestern and Cushman Wakefield at 110 Tower in Fort Lauderdale. Stan Eichelbaum, President - Planning Developments, Inc. and Marketing Developments, Inc., **presented on the topic: "South Florida, Perspectives on our Potential."** He shared his firm's view that South Florida is on the verge of becoming an economic powerhouse, specifically Greater Fort Lauderdale.

Was hosted at the Guy Harvey Ocean Foundation in Davie and addressed by Antonio Fins, Executive Director of the Guy Harvey Ocean Foundation. The foundation, which supports improved marine fisheries and ocean conservation, was created four years ago by famed marine scientist and artist Guy Harvey. Mr. Fins spoke about how the Guy Harvey Foundation utilizes art to support scientific research and conservation.

Was hosted by Cushman & Wakefield at the 110 Tower in Fort Lauderdale. The Council was addressed by Eric Squilla, Vice President of Operations of James A. Cummings, Inc., who spoke about **construction of the new Broward County courthouse.** ■

ENTREPRENEURSHIP COUNCIL

Chair: Peyton Moore
Avison Young
Vice Chair: David Kresge
Regions Bank

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, informing the business community of the growing opportunities for entrepreneurs.

Met at the Broward College Business Incubator in Fort Lauderdale. Members heard from Rob Strandberg, President and CEO of the Enterprise Development Corporation of South Florida (EDC), who spoke about the EDC's expanding network of incubators in Palm Beach, Broward and Miami-Dade counties.

Met at iBERIABANK in Fort Lauderdale, where members **heard from representatives of the Metropolitan Planning Organization about Speak up Broward and Commitment 2040.** Speak up Broward is a new initiative to engage the public in building a unified vision of our transportation future. Commitment 2040 is the long term transportation plan for Broward County.

Heard from Phil Purcell, Executive Director of the Marine Industries Association of South Florida (MIASF), who spoke about Greater Fort Lauderdale being the "Marine Industry Global Hub" and sharing the new vision of the MIASF. ■



The Alliance's CEO Council assisted Stemtech International in its headquarters relocation and expansion to Pembroke Pines.

PARTNER COUNCIL

Chair: Michael Stamm
City of Pembroke Pines
Vice Chair: Randy Welker
City of Wilton Manors

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.

Continues to promote the Alliance's platinum permitting program to municipalities not yet participating, and continues to have a dialogue pertaining to other components which would make the program more robust, including moving to the county-wide ePermits system that is being developed.

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

AeroTurbine CEO Michael King addresses employees, community leaders and state and local dignitaries at the company's Miramar headquarters grand opening ceremony.

Continues to serve as a platform for discussing current trends and themes in the business community and looking for ways to meet the needs of businesses.

Following are examples of some of the meetings conducted by this group for the benefit of its members:

Attended a special training session titled "Cities Powering Business," presented by FPL's Lynn Pitts and Del Boyette of Boyette Strategic Advisors. The session was presented in partnership with the Alliance and the Broward League of Cities, and brought together city economic development representatives, chamber representatives, League of Cities members and Alliance staff.

Was hosted by the City of Coconut Creek, where Carmen Mims, IWT Program Manager with CareerSource Florida, offered a **presentation titled, "State-Level Workforce Tools: Incumbent Worker Training (IWT) and Quick Response Training (QRT)."**

Was hosted by the City of Miramar, where Ken Morris, President, Morris Southeast Group/CORFAC, gave a **presentation titled, "Broward Office and Industrial Markets Overview."**

Was hosted by the Lauderdale Lakes CRA, where Gary Rogers, Executive Director of Community Redevelopment with the CRA, gave a presentation titled, **"Regional Food System Planning in S.E. Florida."** The Council learned about this unique approach to redevelopment whereby agriculture plays an integral role in building a sustainable, collaborative, and environmentally-conscious community. ■



CEO COUNCIL (\$50,000)

AutoNation, Mike Jackson

Broward College,
J. David Armstrong, Jr.

City Furniture, Keith Koenig

Emerson, Leo Rodriguez

Florida Blue, Penny Shaffer

FPL, Juliet M. Roulhac

Huizenga Holdings Inc.,
H. Wayne Huizenga

JM Family Enterprises, Inc.,
Colin Brown

Kaplan Higher Education,
Andrew Rosen

Nipro Diagnostics, Inc.,
Scott Verner

Nova Southeastern University,
Ray Ferrero, Jr.,

Patriot National, Inc.,
Steven Mariano

Rick Case Automotive Group,
Rick & Rita Case

Stiles, Terry Stiles

Sun Sentinel,
Howard Greenberg

Wells Fargo, Joe Atkinson

Zimmerman,
Jordan Zimmerman

GOVERNOR COUNCIL (\$25,000)

Broward County Office of
Economic and Small
Business Development
Broward County Public Schools
CareerSource Broward
City of Coconut Creek
City of Coral Springs
City of Miramar
City of Sunrise
Greater Fort Lauderdale Convention
& Visitors Bureau
Hyatt Regency Pier Sixty-Six
jetBlue
Kaufman, Rossin & Co.
Lifestyle Media Group
Signature Grand
South Florida Business Journal
Starmark International

LEADERSHIP COUNCIL (\$10,000)

All Aboard Florida / FECI / FECR
Ambit Advertising and Public Relations
ANF Group, Inc.
Bank of America Merrill Lynch
BankUnited
BB&T South Florida Region
BBX Capital
Becker & Poliakoff, P.A.
Broward Center for the Performing Arts
Broward Health
Citrix
Crowe Horwath LLP
Daszkal Bolton LLP
Fifth Third Bank
Florida Atlantic University
Galleria at Fort Lauderdale, a JLL Property
Greenspoon Marder, P.A.
Gulfstream Park Racing & Casino
GUNSTER
Hallandale Beach Community
Redevelopment Agency
HEICO Corporation
IMC
McGladrey
Memorial Healthcare System
Peak 10
PNC Bank
Regions Bank
Skanska USA Building, Inc.
SunTrust
TD Bank
United Way of Broward County
WLRN Radio & Television

ALLIANCE MEMBERS

CORPORATE COUNCIL (\$5,000)

1st United Bank
 Advantage Services
 AeroTurbine
 Allied Steel Buildings
 AmTrust Bank, a division of
 New York Community Bank
 Baptist Health South Florida
 BlackBerry
 Blanca Commercial
 Real Estate, Inc.
 CBIZ MHM, LLC.
 Ceiba Groupe
 Citibank
 City National Bank
 City of Dania Beach
 City of Fort Lauderdale
 City of Hollywood
 City of Pembroke Pines
 City of Pompano Beach
 City of Tamarac
 Compass Office Solutions, LLC
 CSX Transportation
 Cushman & Wakefield
 Dale Carnegie
 Deloitte
 DeVry University
 Duke Realty
 Ernst & Young, LLP
 Expressive Designs, Inc.
 First Citizens Bank & Trust
 Florida Trend Magazine
 Floridian Community Bank
 GALLERYone Fort Lauderdale
 A DoubleTree Suites by Hilton
 Genesis Automation, Inc.
 GrayRobinson, P.A.
 iBERIABANK
 Miller Construction Company
 Moss & Associates
 Museum of Discovery & Science
 National Jets, Inc.
 OK Generators

Panza, Maurer & Maynard, P.A.
 Riverside Hotel,
 Las Olas Company
 Seafarers' House
 Seaside National Bank & Trust
 Seitlin, A Marsh &
 McLennan Agency
 Sheltair
 Silver Airways
 SmartWater CSI
 Sonesta Fort Lauderdale Hotel
 South Florida Symphony
 Orchestra, Inc.
 Stearns Weaver Miller Weissler
 Alhadeff & Sitterson, P.A.
 Suffolk Construction Company
 Sunnyvale Corporation
 Taylor & Mathis
 Transwestern - 110 Tower
 Tripp Scott, P.A.
 Ultimate Software
 Verizon Wireless

ENTREPRENEURSHIP COUNCIL (\$2,500)

123 LumpSum
 Apricot Office Interiors
 Avison Young
 Big Chef
 Bolton Medical
 Butters Realty & Management
 Capital Bank
 CBRE
 COI access
 Colliers International
 ComRes, Inc.
 Continental Real Estate Companies
 Cymbal Development
 Dan Perez Films
 DPR Construction
 DWV Investments, Inc.
 Flashback Diner
 Furman Insurance
 Greenberg Traurig
 Guy Harvey Ocean Foundation
 Habilitation Center, Inc.
 Henderson Behavioral Health, Inc.
 Holland & Knight
 IDI
 JLL
 Kimley-Horn and Associates, Inc.
 LaRocca & Associates, Inc.
 MGM General Contracting, Inc.
 Midgard Management
 MSi Consulting
 NAI Rauch Weaver
 National Wi-Fi Innovation Center
 Orange Bowl Committee
 Paladin Global Partners
 Propulsion Technologies
 International, LLC
 Proskauer Rose LLP
 SCA Group, LLC
 Setnor Byer Insurance & Risk
 Templeton & Company, LLP
 The Jim Moran Institute for
 Global Entrepreneurship, FSU
 Vasti Transport, Inc.

ASSOCIATES (\$1,000)

Advanced Roofing, Inc.
 Aerotek
 Behar Law Group
 Broward Public Library
 Foundation
 Commercial Real Estate
 Partners, LLC
 Florida First Capital Finance
 Corporation
 Florida Atlantic Research
 & Development Authority
 Greater Fort Lauderdale
 Chamber of Commerce
 Hyatt Place Ft. Lauderdale
 17th Street
 Leadership Broward
 Marine Industries Association
 of South Florida
 Morris Southeast Group
 Party Deco, Inc.
 Quality Manufacturing
 Association (QMA)
 Ross Realty Investments, Inc.
 Tower Club

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)

ALLIANCE PARTNER COUNCIL

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 Colleges

Broward Workshop

Builders Association of South Florida

CareerSource Broward

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 Lauderdale Lakes

City of Lauderhill

City of Lauderhill 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
of Fort Lauderdale

Enterprise Development Corporation

**Florida Atlantic Research and
Development Authority**

Florida First Capital Finance
Corporation

**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**

Lauderdale Lakes Community
Redevelopment Agency

Lauderhill Regional Chamber
of Commerce

Leadership Broward

Lighthouse Point Chamber
of Commerce

Margate Chamber of Commerce

Margate Community
Redevelopment Agency

MetroBroward Economic
Development Corporation

Marine Industries Association
of South Florida

Miramar- Pembroke Pines Regional
Chamber of Commerce

NAIOP South Florida

Oakland Park Community
Redevelopment Agency

Office of the Governor

Parkland Chamber of Commerce

Port Everglades, Broward County
SBDC Florida

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

ALLIANCE STAFF

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 CareerSource Broward, educational institutions and the business community.



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2013-2014 RESULTS

From 2007 to 2014, the Alliance, working with its members, Broward County and other partners helped create or retain 20,288 direct jobs that are estimated to generate through direct, indirect and induced effects total employment of approximately 44,600 jobs in Broward County and 7,987 jobs elsewhere in Florida, \$8.8 billion in annual economic impact in Broward County and \$1.6 billion in annual personal income in Broward County. During fiscal year 2013 - 2014, the Alliance teamed with its members, Broward County and other partners to deliver more positive results. Following are the FY 2013 - 2014 results at the time of publication.

BUSINESS DEVELOPMENT

	GOAL	YTD
NUMBER OF NEW VALUE-ADDED JOBS	1,200	1,422
JOBS RETAINED	1,000	5,275

CAPITAL INVESTMENT

	GOAL	YTD
DOMESTIC	\$45.0M	\$235.5M
INTERNATIONAL	\$5.0M	\$32.3M

LEADS, PROJECTS & CORPORATE VISITS

	GOAL	YTD
DOMESTIC LEADS	180	203
INTERNATIONAL LEADS	90	142
ACTIVE PROJECTS	50	77
CORPORATE VISITS	175	176

PRIVATE SECTOR INVESTMENT

	GOAL	YTD
PUBLIC/PRIVATE MIX	\$1.00 : \$1.55	\$1.00 : \$2.09
PRIVATE SECTOR DOLLARS	\$1,360,000	\$1,835,241
BROWARD COUNTY REVENUE	\$874.6K	\$874.6K

The Alliance wishes to especially thank its private sector partners for their investment in the work of the Alliance in 2013-14! For every \$1 dollar invested by the private sector, the return on investment in terms of capital investment in Broward County was \$145.92, 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 **Coconut Creek, Coral Springs, Dania Beach, Fort Lauderdale, Hollywood, Miramar, Pembroke Pines, Pompano Beach, Sunrise, Tamarac** and the **Hallandale Beach Community Redevelopment Agency**, allowed us to expand our marketing outreach efforts and grow our pipeline of relocation and expansion prospects.

A SPECIAL THANK YOU

REGIONAL INITIATIVES

The Alliance works with South Florida business and community leaders to take a regional approach to economic development. Following are examples of regional initiatives undertaken in 2013-2014:

SOUTH FLORIDA: YOUR GLOBAL BUSINESS CONNECTION

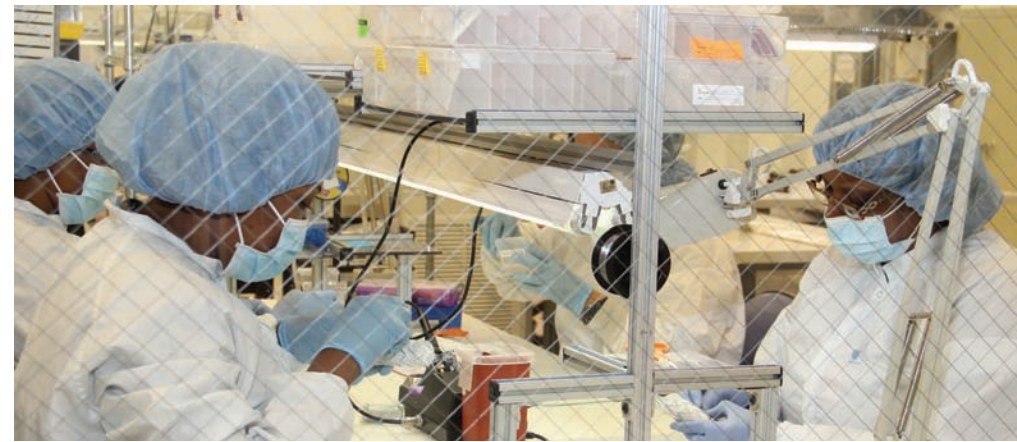
(SOFLGlobalConnection.org)

A joint effort among the Alliance, Miami-Dade Beacon Council, Business Development Board of Palm Beach County and Enterprise Florida to market South Florida as a choice location for business. Marketing brochures and DVDs are provided in five languages (English, French, German, Italian and Spanish) and a website, hosted by Nova Southeastern University, provides visitors from around the world a portal into South Florida's economic development organizations. Additional information is being provided on the Alliance website in Portuguese and Indonesian.

TECH GATEWAY (TechGateway.org)

A marketing campaign, with goals over the next 10 years for Broward County and South Florida to double the number of technology companies, be recognized as a world class technology cluster and have a reputation for world class university technical facilities and programs. The objective of this initiative is to recruit, attract and grow a high level tech workforce at the same time South Florida is enhancing its reputation as a technology hub. A new website (TechGateway.org) will highlight South Florida technology companies on an interactive map, providing information about the companies and what they do in South Florida. A social media and online advertising campaign is also being developed to attract business from identified industry sectors and to promote tech opportunities locally, regionally, and virally.

In addition to the above initiatives, the Alliance works with a number of other regional organizations on strategic planning initiatives and business climate projects such as Internet Coast/CIO Council, IT Palooza, and the Technology Foundation of the Americas.



LIFE SCIENCES SOUTH FLORIDA (LifeSciencesSF.org)

This initiative is focused on establishing an industry cluster in South Florida focused on life sciences, biotechnology, pharmaceuticals, diagnostics, and information technology. The initiative links the elements of the innovation ecosystem: research, entrepreneurship, venture capital, and life sciences companies, with a goal toward increasing research density and accelerating research commercialization. Additionally, the life sciences and biotechnology workforce required to support economic innovation is being strengthened by enhancing K-20 STEM education and talent development in the region.

SIX PILLARS (SixPillarsBroward.org)

A broad coalition of Greater Fort Lauderdale business, civic, government leaders and residents are working together to implement Broward's Six Pillars strategic plan, which was developed in 2012. Six Pillars is a statewide initiative developed by The Florida Chamber Foundation, with a goal of helping communities throughout the state prosper and create high paying jobs by creating and implementing local visioning processes through the year 2030.

SOUTHEAST FLORIDA REGIONAL PARTNERSHIP – SEVEN50 (Seven50.org)

The Southeast Florida Regional Partnership is a voluntary, broad-based collaboration of more than 200 public, private, and civic stakeholders from the Southeast Florida region of Monroe, Miami-Dade, Broward, Palm Beach, Martin, St. Lucie and Indian River counties. The Partnership leverages resources and coordinates strategic long-term planning to drive competitiveness and prosperity for the region.

RELOCATIONS, EXPANSIONS AND RETENTIONS

An impressive group of national, out-of-state and local companies relocated and expanded in Broward County during FY 2013-2014, taking advantage of our strategic location, talented and well-educated workforce, favorable tax and business climate, and other amenities.

COMPANY	CITY	TYPE OF FACILITY	SQ. FT. OF PROJECT	DIRECT CAPITAL INVESTMENT	JOBS CREATED	JOBS RETAINED	PRODUCT/SERVICE
PEOPLE'S TRUST	DEERFIELD BEACH	OFFICE	42,000	\$7,400,000	200	300	PROPERTY INSURANCE AND HOME DISASTER RECOVERY
NYRSTAR	FORT LAUDERDALE	OFFICE	8,000	\$150,000	25		INTERNATIONAL INTEGRATED MINING COMPANY
MARBLUE	HOLLYWOOD	OFFICE	12,000	\$2,600,000	28	30	MANUFACTURING OF CASES AND ACCESSORIES FOR MOBILE DEVICES AND LAPTOPS
AMERICAN EXPRESS	SUNRISE	OFFICE	400,000	\$167,000,000	100	4,399	FORTUNE 200 FINANCIAL SERVICES COMPANY - REGIONAL HEADQUARTERS AND CUSTOMER SERVICE CENTER
SHL PHARMA	DEERFIELD BEACH	OFFICE/R&D MANUFACTURING	10,000	\$6,000,000	30	44	MANUFACTURING OF DRUG DELIVERY SYSTEMS
PROLEXIC TECHNOLOGIES	FORT LAUDERDALE	OFFICE	35,000	\$1,160,000	118	120	INFORMATION TECHNOLOGY SERVICE PROVIDER OFFERING PROTECTION FROM DISTRIBUTED DENIAL OF SERVICE (DDOS) ATTACKS
LUPIN PHARMACEUTICALS	CORAL SPRINGS	R&D	30,000	\$13,300,000	45		RESEARCH, DEVELOPMENT AND MANUFACTURING OF PHARMACEUTICALS
CUSANOS ITALIAN BAKERY	COCONUT CREEK	MANUFACTURING	272,000	\$41,450,000	20	153	FAMILY-OWNED WHOLESALE BAKERY SERVING FLORIDA AND THE CARIBBEAN
STEMTECH INTERNATIONAL	PEMBROKE PINES	HQ & R/D	20,000	\$1,350,000	90		DEVELOPMENT, DISTRIBUTION AND MANUFACTURING OF NUTRITION PRODUCTS FOR U.S. AND INTERNATIONAL MARKETS

COMPANY	CITY	TYPE OF FACILITY	SQ. FT. OF PROJECT	DIRECT CAPITAL INVESTMENT	JOBS CREATED	JOBS RETAINED	PRODUCT/SERVICE
CENTENE MANAGEMENT COMPANY, LLC	SUNRISE	OFFICE	50,000	\$2,800,000	265		PROVIDER OF HEALTHCARE PLANS AND HEALTHCARE MANAGEMENT SERVICES
INNOVATIVE ENDOSCOPY COMPONENTS, LLC	SUNRISE	OFFICE/R&D/MFG	10,000	\$2,150,000	10	10	PRODUCTION AND OVERHAUL OF COMPONENTS FOR ENDOSCOPIC-RELATED SURGICAL PROCEDURES AND APPLICATIONS
PLAYWIRE, LLC	DEERFIELD BEACH	HQ/OFFICE	10,000	\$800,000	40	38	RESEARCH AND DEVELOPMENT AND HEADQUARTERS OPERATION FOR DIGITAL OUTLET TO REACH VIDEO GAME AND ENTERTAINMENT ENTHUSIASTS ONLINE
VIDEO CAREER FINDER	FORT LAUDERDALE	OFFICE	12,500	\$12,500,000	40		CLOUD-BASED, INTEGRATED WORKFORCE RECRUITMENT SOFTWARE PROVIDER
HOLLYWOOD WOODWORKS	HOLLYWOOD	MANUFACTURING			50		MANUFACTURER OF CUSTOM WOOD FURNITURE
STRUCTURED ASSETS	LAUDERHILL	OFFICE			52		PROVIDER OF EXPEDITED PAYOUTS FOR STRUCTURED ASSETS
KELLSTROM	MIRAMAR	MANUFACTURING	90,000	\$5,900,000	20	106	PROVIDER OF MAINTENANCE, REPAIR AND OVERHAUL OF AEROSPACE COMPONENTS
OSM	FORT LAUDERDALE	OFFICE			162		PROVIDER OF AIRLINE CABIN CREW FOR NORWEGIAN AIR SHUTTLE AND FINNAIR
GROUP SOFTWARE	FORT LAUDERDALE	OFFICE			10		INFORMATION TECHNOLOGY COMPANY SPECIALIZING IN MANAGEMENT SYSTEMS
SEALAND	MIRAMAR	OFFICE	12,000	\$350,000	65		WESTERN HEMISPHERE HEADQUARTERS FOR INTERNATIONAL FREIGHT SHIPPER
FINAMAC	FORT LAUDERDALE	MANUFACTURING	2,000		2		BRAZILIAN MANUFACTURER OF HIGH-END ICE CREAM PRODUCTION MACHINES
VALLEY FORGE FABRICS	FORT LAUDERDALE	MANUFACTURING	75,000	\$2,900,000	50	75	MANUFACTURING OF HIGH-END FABRICS FOR THE HOSPITALITY INDUSTRY

THE YEAR IN REVIEW 2013-2014 ECONOMIC DEVELOPMENT HIGHLIGHTS AT A GLANCE



Business Facilities magazine, the source for corporate site selectors, named the **Alliance** **Recipient of its 2014 Economic Development “Achievement in Public-Private Partnerships Award.”** This 2014 honor follows *Business Facilities’* 2013 announcement of the Alliance as its **“Excellence in Economic Development Award” winner** for communities with a population greater than 500,000, and *Business Facilities’* 2012 announcement of the Alliance as the inaugural winner of the **“Achievement in Public-Private Partnerships Award.”** These awards are a testament to the great partnership we enjoy with the County, our partners and our members.

CoreNet Global – the world’s leading association of corporate real estate (CRE) executives and workplace professionals, service providers and economic developers with over 8,000 members that include 70% of the Fortune 100 and Forbes Global 200 – selected the Alliance CEO Council’s “Successful Headquarters Marketing Plan – Changing the Perception” as one of eight finalists for the **2014 H. Bruce Russell Global Innovators Award**, the organization’s ultimate and most prestigious recognition for innovation at the highest level. Finalists presented to a panel of distinguished judges at Emory University in Atlanta in July, with an announcement of the

overall winner to be made at the CoreNet Global North American Summit in Washington, DC in late October.

A primary focus of the Alliance continued to be **assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program**, as 176 companies were visited this fiscal year.

American Express announced it would be locating a new South Florida regional operations office in Sunrise, adding 100 jobs, retaining 4,399 employees in Florida and making a \$167 million capital investment.

The Alliance’s **award-winning “Life. Less taxing.” television commercial**, promoting Greater Fort Lauderdale/Broward County as a great place for businesses to relocate or expand, continued to display **on websites and other electronic media links of national/international** targeted real estate, site selection and corporate real estate decision maker publications.

The Alliance CEO Council, along with community leaders and Alliance President/CEO Bob Swindell and staff, **hosted site selection consultants, corporate real estate executives and national/international media and opinion leaders** at its second site consultant event held during the Fort Lauderdale International Boat Show.

The Alliance's International Action Team **hosted Enterprise Florida (EFI) and its Chinese representative team members.** EFI is opening offices in Shanghai and Hong Kong with the intent to increase foreign direct investment from Chinese investors. The meeting took place at the NSU Oceanographic Center and included presentations from Broward County and its partner agencies.

The Alliance received three state-wide marketing awards at the Florida Economic Development Council (FEDC) annual conference. The awards were for Outstanding Consumer Trade Publication Magazine, Outstanding Newspaper Spread: Saluting Educational Excellence in Broward County Schools, and outstanding Audio/Visual Promotion. **Additionally, Alliance CEO Bob Swindell was elected Chair of the FEDC.**

Broward County continued its streak of having the lowest unemployment rate among the large urban counties in Florida for all of 2014. As of publication of this annual report, Broward County has had the lowest rate for 20 consecutive months.

The French Consul General, Philippe Létrilliart, and the Executive Director of the French American Chamber of Commerce, Laure McKay, were hosted by the Alliance's Business Development Department, GrayRobinson and



representatives of Broward County. Mr. Létrilliart gave a presentation on the growing relationship between France and Florida, especially in the aerospace, logistics, transportation, and life sciences sectors.

Lufthansa Technik, an aviation maintenance, repair and overhaul (MRO) industry company, announced it would consolidate and expand its South Florida regional office in Miramar. The project will create a capital investment of \$114,000 and create 24 jobs.

Nyrstar, an integrated mining and metals business that employs over 7,000 people across five continents worldwide, announced it would be establishing its new corporate headquarters for mining in the Americas in Fort Lauderdale, adding 25 jobs with a CEO Council project record average salary of \$143,000.

The Greater Fort Lauderdale Alliance received three statewide marketing awards from the Florida Economic Development Council.

The Port Everglades Advocacy Team

(PEAT), implemented under the leadership of Alliance member Terry Stiles to educate and galvanize the business community to support capital projects at Port Everglades, was **active throughout the year**. PEAT joined County Commissioners and others traveling to Washington, D.C. and participated in a full page ad in *The Hill*, highlighting the needs of Port Everglades and the importance of bi-partisan support. The group celebrated success with the inclusion of language inserted in the WRRDA bill, which will allow Broward County to move forward with pre-engineering work on the project once a final Chief's Report is received. PEAT also supported the County's decision to accept the Army Corps of Engineers depth recommendations and finance the additional depth needed to reach the new Post-Panamax industry standards. The team continues to meet with Port leadership on a quarterly basis to learn about capital plans, master plan progress and to be the volunteer business community arm for support.

The Alliance Marketing team and CEO Council collaborated closely with *Florida Trend* magazine to develop a special section published in October called "Greater Fort Lauderdale: Big Boats, Big Business, Bright Future." The 43-page section highlighted



Alliance CEO Bob Swindell, Broward County Commissioner Chip LaMarca, Florida Lt. Governor Carlos Lopez-Cantera, Broward County Mayor Barbara Sharief and SHL Pharma CEO Lucio Giambattista at the grand opening of SHL Pharma's expanded headquarters in Deerfield Beach.

Broward County's targeted industries, including its important marine industry and Fort Lauderdale International Boat Show; its technology, life sciences and manufacturing clusters; the importance of small business to the economy; its growing presence as a corporate and international headquarters location; travel and tourism; and Port Everglades and Fort Lauderdale-Hollywood International Airport. The section also highlighted Broward's arts and cultural amenities and its high quality education system. *Florida Trend* reaches 250,000 influential readers.

The National Association of Counties (NACO) issued a feature publication called "A Workforce that Works: County Innovations in Workforce Development," which highlighted

the collaborative work that is being done in Broward County linking economic development and workforce development. The feature describes the award-winning partnership between the Alliance and CareerSource Broward and states that Broward's Six Pillars process is an example of how county leaders can influence a local and regional workforce system that promotes economic growth and improves the quality of life for residents.

People's Trust Insurance Company announced it would be adding 200 jobs, retaining 300 jobs and making a \$7.4 million capital investment, locating in approximately 40,000 square feet of space in the Research Park at Florida Atlantic University Deerfield Beach campus.

Prolexic Technologies, the global leader in Distributed Denial of Service (DDoS) protection services, announced the relocation and expansion of its global corporate headquarters and 24x7 security operations center to Fort Lauderdale. The company will be adding 118 new jobs at an average salary of approximately \$100,000 along with retaining 120 existing Florida jobs.

The Alliance and Broward County representatives **hosted the Ambassador of the Republic of Macedonia, H.E. Zoran Jolevski, Honorary General Consul Dana Klein and Head of the International Office of Foreign Investment and Trade Sasha Grujevski** for a discussion of international trade opportunities.

MarBlue, one of the world's top manufacturers of accessories for mobile devices, announced

it would be expanding its international headquarters and R&D facility in downtown Hollywood, creating 28 new jobs and a capital investment of \$2.9 million.

Business Development Director Todd Holt **represented the Alliance and Broward County in the Florida pavilion at MEDICA 2013** promoting Broward County as a prime location for medical and healthcare products companies. MEDICA, which is held in Dusseldorf, Germany, is the largest medical trade fair worldwide.

The Alliance continued to promote its "Platinum Cities" permitting excellence program to companies considering Broward County as a business location. The program was established to encourage Broward communities to make the permitting and inspections process more business friendly and competitive

with other regions. Eighteen Broward County cities have now been named "Platinum Cities." The Alliance's Permitting Action Team also continued to work with Broward County regarding implementing a county-wide centralized "ePermits" permitting process.

SHL Pharma, a company of the SHL Group, the world's largest privately-owned designer, developer and manufacturer of advanced drug delivery systems, announced the expansion of its manufacturing and R&D facility in Deerfield Beach with a newly renovated \$6 million facility. SHL employs 44 people at an average annual salary of \$55,000 and the company is projecting to hire at least 30 new employees.

***Southern Business & Development* magazine recognized Greater Fort Lauderdale** as one of its "Ten Outstanding Cities to Relocate your HQ to in the South" in the Winter 2014 edition.

Stemtech International, Inc. announced the relocation of its international headquarters and manufacturing/R&D laboratory from San Clemente, California to Pembroke Pines. This will result in the addition of 90 new jobs at an average salary of approximately \$65,849, along with providing \$1.35 million in capital investment.



The Alliance assisted People's Trust Insurance Company in its relocation to the Research Park at Florida Atlantic University in Deerfield Beach.



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