District Again Earns ‘A’ Grade from Florida Department of Education

For the second consecutive year and third time in four years, Broward County Public Schools has earned an ‘A’ grade from the Florida Department of Education. One hundred sixty-two District schools earned ‘A’ grades this year (117 elementary, 36 middle and 9 high schools), accounting for almost 66 percent of public schools in Broward County. The 66 percent of ‘A’ schools is the second-best mark in District history, behind only the 2005/06 year, when 68 percent of Broward schools earned ‘A’ grades. The 2005/06 year marked the first time Broward County Public Schools earned an ‘A’ grade from the state of Florida.

District Students Increase FCAT Scores

Broward County Public Schools third grade students continued to demonstrate increased performance in the FCAT Reading and Math examinations, according to the 2009 results released by the Florida Department of Education. Overall, 71 percent of District third grade students produced reading scores of Level 3 or above (proficiency), while 80 percent of the third grade students reached level 3 or above on mathematics.

Also, for the fifth consecutive year, Broward County Public Schools fourth and eighth grade students demonstrated increased performance in the FCAT Writing examination.

Florida Ranked Among Top Three States for Workforce

For the second year in a row, Florida has ranked among the top three states for workforce in CNBC’s Top States for Business. The workforce rankings are part of CNBC’s annual study and are based on several indicators, including the education level of the workforce, the number of available workers, union membership and the relative success of each state’s worker training programs in placing participants in jobs.

Film Industry Brings $16 Million to Greater Fort Lauderdale

The economic impact of the on-location film industry to Greater Fort Lauderdale through the third quarter of fiscal year 2009 is more than $16 million. The popular USA television series Burn Notice provided the highest spending during filming in Hollywood and Fort Lauderdale. The show, filmed entirely in South Florida, was recently picked up for a fourth season. Another television show shot entirely in Broward County was TLC Network’s Police Women of Broward County, which spent $560,000 during 6 weeks of filming. Independent features are also accounting for cash circulated in the area. One was Criss Cross, which employed 60 crew daily during 5 weeks of filming, spending a total of $1.8 million in Fort Lauderdale, Pompano Beach and Hollywood, where their production office was based.

Broward County Business Forums a Big Success

Nearly 300 businesses from across Broward County attended four Business Forums held in early June titled “Understanding the Stimulus Bill: What It Means to You.” The meetings were held in Davie, Hollywood, Pompano Beach and Tamarac.

Speakers included Nancy Rackear, marketing executive for the U.S. Small Business Administration, who discussed changes to the SBA’s lending programs related to the American Recovery and Reinvestment Act; Bob Swindell, sr. vice president for The Broward Alliance, who presented information on the various assistance programs available to businesses in Broward County, and Tonya McCollin, lead customer service specialist and Bonni Smith, business services manager for WorkForce One, who discussed how businesses can access workforce stimulus funding through training grants for workers and receive services to help avoid layoffs and assist in recruiting at no cost.

One of the most well-received items presented during the Forums was the Business Assistance Tool Kit which is a recently developed product of The Broward Alliance’s Business Development Partnership’s Council. The tool kit provides information on the assistance programs available to businesses in Broward County. The Partnership’s Council is made up of representatives of Broward County’s municipalities, chambers of commerce, business development groups and state economic development partners.

Forum partners included The Broward Alliance, Broward County Office of Economic Development, Broward County Small Business Development Division, City of Hollywood, City of Hallandale, City of Pompano Beach, City of Tamarac, Greater Pompano Beach Chamber of Commerce, Miramar/Pembroke Pines Regional Chamber of Commerce, Town of Davie, WorkForce One and other local cities, chambers of commerce and economic development organizations.

(See photo at right)

Broward Alliance Annual Meeting Set for October 7, 2009

The Broward Alliance’s Annual Meeting will be held from 11:30 a.m. – 1:30 p.m. at The Westin Fort Lauderdale, 400 Corporate Drive, Fort Lauderdale. In addition to presentations of the 2009 Economic Development Leadership Awards, the Annual Meeting will feature a community report on all economic development achievements for the past 12 months, recognition of Ray Ferrero, Jr., as Chairman of the Board and introduction of Peggy Norden as The Broward Alliance’s incoming Chair of the Board for FY 2010. For more information regarding available sponsorships, please contact Joan K. Goodrich, executive vice president of The Broward Alliance at 954-627-0127. To register, please visit www.browardalliance.org.
BROWARD COUNTY EMPLOYMENT TRENDS

Between July 2008 and July 2009, which were the latest figures available at the time of publication, Broward County experienced an increase in its unemployment rate from 5.8% to 9.5%. Following are local area employment numbers for the two time periods:

<table>
<thead>
<tr>
<th>Industry</th>
<th>July 2009</th>
<th>July 2008</th>
<th>Inc/Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>41,100</td>
<td>50,100</td>
<td>-18.0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>27,300</td>
<td>29,500</td>
<td>-7.5%</td>
</tr>
<tr>
<td>Trade, Transportation &amp; Utilities</td>
<td>164,000</td>
<td>171,100</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>46,300</td>
<td>47,700</td>
<td>-3.1%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>92,400</td>
<td>99,800</td>
<td>-7.4%</td>
</tr>
<tr>
<td>Information</td>
<td>18,700</td>
<td>19,600</td>
<td>-4.6%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>54,900</td>
<td>59,900</td>
<td>-8.4%</td>
</tr>
<tr>
<td>Professional &amp; Business Services</td>
<td>117,100</td>
<td>121,100</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Education &amp; Health Services</td>
<td>93,000</td>
<td>91,700</td>
<td>1.3%</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>78,700</td>
<td>79,700</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Other Services</td>
<td>33,800</td>
<td>34,200</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Government (Federal, State, Local)</td>
<td>99,400</td>
<td>98,400</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Below are the latest employment numbers by industry comparing June 2008 to June 2009. Every sector of the major industries reported below has experienced a drop in employment in the last year with the exception of education and health services, and government, which saw slight improvements. The largest percentage decrease in employment was in the construction industry while the largest numbers of job losses occurred in construction (9,000 jobs); retail trade (7,400 jobs); trade, transportation and utilities (7,100 jobs); and financial activities (5,000 jobs).


In recent months, The Broward Alliance has been focused on providing tools local businesses need to prosper, while aggressively marketing Greater Fort Lauderdale as a choice location to companies considering a relocation or expansion. Two ways we worked to help local companies were through four business forums and our annual Development Conference. The forums were well attended by businesses who learned about lending programs; workforce training, recruiting and retention; and business assistance tools.

During the Development Conference, business and community leaders heard from industry experts about new financing opportunities and other topics related to real estate development in the current challenging economy. We also took a leadership role in working with Enterprise Florida and our regional partners to provide input to the state's strategic economic development plan.

Unemployment in Broward County remains a top concern at 9.5%, while economic conditions continue to be a challenge for businesses as financing options remain limited. At The Broward Alliance, we are still seeing solid project activity, which is a good indication many companies continue to plan for growth with an eye toward the future. Our goal continues to be leading a strong economic development program that has successfully marketed our region helping to create thousands of jobs and diversify our economy.

We are extremely pleased to see one of our most important industry clusters, wireless communications, continue to grow with the addition of employees at Research in Motion, General Dynamics C4 Systems and Foxconn. These companies are at the forefront of new wireless communications development and are providing high-skill, high-wage jobs. The Broward Alliance is proud to have assisted them in their expansions in Broward County and we stand ready to assist them and other companies as they prepare for a bright future in one of the best business locations anywhere - Greater Fort Lauderdale/Broward County.

Sincerely,

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

Between July 2008 and July 2009, which were the latest figures available at the time of publication, Broward County experienced an increase in its unemployment rate from 5.8% to 9.5%. Following are local area employment numbers for the two time periods:

<table>
<thead>
<tr>
<th>Industry</th>
<th>July 2009</th>
<th>July 2008</th>
<th>Inc/Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Force</td>
<td>1,010,708</td>
<td>1,017,596</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Employment</td>
<td>914,338</td>
<td>958,434</td>
<td>-4.5%</td>
</tr>
<tr>
<td>Unemployment Level</td>
<td>96,370</td>
<td>59,162</td>
<td>63.6%</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td>9.5%</td>
<td>5.8%</td>
<td>63.6%</td>
</tr>
</tbody>
</table>

Below are the latest employment numbers by industry comparing June 2008 to June 2009. Every sector of the major industries reported below has experienced a drop in employment in the last year with the exception of education and health services, and government, which saw slight improvements. The largest percentage decrease in employment was in the construction industry while the largest numbers of job losses occurred in construction (9,000 jobs); retail trade (7,400 jobs); trade, transportation and utilities (7,100 jobs); and financial activities (5,000 jobs).

INDUSTRY | JULY 2009 | JULY 2008 Inc/Dec |
-----------|-----------|-----------------|
Construction | 41,100 | 50,100 -18.0% |
Manufacturing | 27,300 | 29,500 -7.5% |
Trade, Transportation & Utilities | 164,000 | 171,100 -4.2% |
Wholesale Trade | 46,300 | 47,700 -3.1% |
Retail Trade | 92,400 | 99,800 -7.4% |
Information | 18,700 | 19,600 -4.6% |
Financial Activities | 54,900 | 59,900 -8.4% |
Professional and Business Services | 117,100 | 121,100 -3.3% |
Education and Health Services | 93,000 | 91,700 1.3% |
Leisure and Hospitality | 78,700 | 79,700 -1.3% |
Other Services | 33,800 | 34,200 -1.2% |
Government (Federal, State, Local) | 99,400 | 98,400 1.0% |

Office Market

The commercial real estate market across the nation continues to experience the impact of a global economic downturn. Broward County's total vacancy rate rose 4.1 percentage points from the second quarter of 2008 as tenants continued to downsize, consolidate and close offices.

Overall leasing activity totaled approximately 544,209 square feet during the second quarter of 2009, a decline from the 731,078 square feet leased in the second quarter of 2008.

Source: CB Richard Ellis, Inc.

COMMERCIAL REAL ESTATE

Office Market

The commercial real estate market across the nation continues to experience the impact of a global economic downturn. Broward County's total vacancy rate rose 4.1 percentage points from the second quarter of 2008 as tenants continued to downsize, consolidate and close offices.

Overall leasing activity totaled approximately 544,209 square feet during the second quarter of 2009, a decline from the 731,078 square feet leased in the second quarter of 2008.
COMMERCIAL REAL ESTATE

Industrial Market

The Broward industrial market continues to experience market corrections during the first half of 2009. Vacancy and availability rates have risen while lease rates declined. Negative absorption was recorded for both quarters of 2009, indicating that supply continues to outpace demand.

Total vacancy increased by 2.8 percentage points and asking lease rates have dropped by 12.5 percent from the second quarter of 2008. Currently, there is also 947,713 square feet of vacant sublease space on the market, an increase of 43.3 percent over this same time period last year. Leasing activity totaled 632,148 square feet during the second quarter of 2009. As a comparison, approximately 1.6 million square feet was leased during the second quarter of 2008.

Relocations, Expansions and Retentions

Allstate Insurance Closes Lease Deal in Coconut Creek

Allstate Insurance Company has leased portions of two of the three floors of the 75,000 square foot office building that is part of The Promenade at Coconut Creek. The Illinois-based insurance corporation will occupy nearly 34,000 square feet and is expected to move in late 2009.

CBS Leases 34,000 Square Feet in Fort Lauderdale

CBS Corp. has signed a 10 year lease for 34,622 square feet at 1401 W. Cypress Creek Blvd in Fort Lauderdale. The second-floor space will be occupied by CBS Interactive, the Internet division of CBS Corp., beginning in January 2010.

General Dynamics C4 Systems Continues Expansion in Sunrise

General Dynamics C4 Systems, a business unit of defense contractor General Dynamics Corp., is planning to add an additional 80 to 100 employees to its existing workforce of 117 by year-end according to company spokeswoman Fran Jacques. About 85 percent of the new positions will be engineering jobs that pay $80,000 to $120,000 a year.

IRS Renews Lease in Plantation

The IRS has renewed its 135,819 square foot lease for the entire Southpointe I building in Plantation. The IRS has occupied the three-story office building at 7850 SW 56th Court since May 1999.

The Broward Alliance and WorkForce One Assist Hoerbiger and HEICO In Obtaining Training Grants

The Broward Alliance has announced that two companies located in Broward County have received training grants.

Hoerbiger Corporation has been awarded a Florida Quick Response Training Grant for $301,350 by Workforce Florida. The grant will help the company create 58 new jobs and provide customized training for the new employees and 272 existing employees at its Pompano Beach location over the next two years. The training will be coordinated through Broward College. HEICO Parts Group, located in Hollywood, has been awarded an Incumbent Worker Training Grant for $49,837 for training 60 existing employees.

Other companies and organizations that have recently received training grants totaling more than $500,000 through the assistance of The Broward Alliance and WorkForce One include 3 Dimensional Engineering, Inc., Geymoni, Certified Metal Finishing Inc, the City of Lomand, Forecast Trading, Interplex Sunbelt, Inc., and Ultimate Manufacturing, Inc. For information about available training programs, please contact Vernon Bailey, director of workforce development for The Broward Alliance and Workforce One, at 954-524-3114.

Stiles Announces New York Life as Signature Tenant at Lake Shore Plaza II

Stiles Realty has announced that New York Life has signed a 28,230 square foot lease at Lake Shore Plaza II, and will be the signature tenant at the Class A “green” (LEED-certified) office building in Sunrise. Completed in the Summer of 2008, Lake Shore Plaza II is a joint venture of Stiles Corporation and WLD Enterprises, and has drawn other top-tier corporate clients, including T-Mobile and The Florida Bar.

University of Phoenix Renews Lease in Plantation

The University of Phoenix has renewed its 30,163 square foot lease at Lakeside Office Center in Plantation. The university occupies the entire fifth floor of the 134,443 square foot building at 600 N. Pine Island Road. Its new 88-month lease begins in September.

Source: CB Richard Ellis, Inc.
Florida Economic Development Council Recognizes Kathy Koch and The Broward Alliance

Kathy Koch, president, Ambit Advertising and Public Relations and immediate past chair of the Board of The Broward Alliance, has been recognized by the Florida Economic Development Council (FEDC) as its 2009 District Eight Volunteer of the Year. In addition, the organization also presented its outstanding external publications Marketing Award to The Broward Alliance for its 2009 Economic Sourcebook.

Ms. Koch was recognized for her work as Chair of The Broward Alliance. The Economic Sourcebook is published annually and used as a reference guide for companies considering locating or expanding in the county and as a business assistance resource for local companies.

Broward Alliance Development Conference Provides Funding Information

This year’s Broward Alliance Annual Development Conference drew positive marks from attendees. Participants learned about several new financing tools and other topics related to real estate development available in the current difficult economic climate. The title of the conference was Creative Development Tools for a New Economy. Highlights of the conference included a presentation called “Crisis Presents Opportunity” by Belden Hull Daniels, founder and CEO of Economic Innovation International and former professor at Harvard and MIT universities; a panel discussion on EB5: The Black Book of Outsourcing, with WorkForce One and the U.S. Small Business Administration; and a panel discussion on redevelopment opportunities and CRAs. Larry J. Behar, Esq., principal, Larry J. Behar, PA., served as Conference Chairman. Sponsors included Broward College, Compass Office Solutions, Davie Economic Development Council, Florida Redevelopment Association and LowerFloridaTaxes.com. Community Partners were Broward County and NAACP South Florida Chapter. Nova Southeastern University was conference host.

Broward Alliance Conference Chairman Michael McClelland has recruited New York agency CEO and brand integration expert Jeff McClelland to lead its growing Fort Lauderdale-headquartered agency as President. McClelland replaces Peggy Nordeen, who now assumes the role of CEO, Dan Estes, previously Starmark’s CEO is now chairman of the agency.

Stiles Corporation’s Lake Shore Plaza II in Sunrise became the first multi-tenant office building in Broward County to receive Leadership in Energy and Environmental Design (LEED) certification. The U.S. Green Building Council (USGBC) awarded a Silver certification to the 130,000 square foot Sunrise facility under its rating system.

Virgin America has announced it will serve Fort Lauderdale-Hollywood International Airport (FLL) with daily non-stop flights from the West Coast beginning Nov. 8, 2009. Virgin America will serve FLL with two daily non-stop roundtrips from San Francisco International Airport (SFO) and two daily non-stop roundtrips from Los Angeles International Airport (LAX).

* Broward Alliance Members in bold
Florida Economic Development Council Recognizes Kathy Koch and The Broward Alliance

Kathy Koch, president, Ambit Advertising and Public Relations and immediate past chair of the Board of The Broward Alliance, has been recognized by the Florida Economic Development Council (FEDC) as its 2009 District Eight Volunteer of the Year. In addition, the organization also presented its outstanding external publications Marketing Award to The Broward Alliance for its 2009 Economic Sourcebook.

Ms. Koch was recognized for her work as Chair of The Broward Alliance. The Economic Sourcebook is published annually and used as a reference guide for companies considering locating or expanding in the county and as a business assistance resource for local companies.

Broward Alliance Development Conference Provides Financing Information

This year’s Broward Alliance Annual Development Conference drew positive marks from attendees. Participants learned about several new financing tools and other topics related to real estate development available in the current difficult economic climate. The title of the conference was Creative Development Tools for a New Economy. Highlights of the conference included a presentation called “Crisis Presents Opportunity” by Belden Hull Daniels, founder and CEO of Economic Innovation International and former professor at Harvard and MIT universities; a panel discussion on EB5 Investor Visas; and a panel discussion on redevelopment opportunities and CRAs. Larry J. Behar, Esq, principal, Larry J. Behar, P.A., served as Conference Chairman. Sponsors included Broward College, Compass Office Solutions, Davie Economic Development Council, Florida Redevelopment Association and Lower Florida Taxes.com. Community Partners were Broward County and NAIDP South Florida Chapter. Nova Southeastern University was conference host.

Broward Alliance Council Updates

Following is a brief review of recent Broward Alliance Council work. Thank you to all the volunteers on these Councils!


Governor Council - Green Workforce Think Tank team working to determine needs and skills for "green" jobs workforce training programs. Talent Team completing annual work on Education/Workforce Development Dashboard.


Corporate Council - BRAVO action team has completed over 150 visits this year. Business Intelligence Action Team developed database record format for tracking key business information. Creative Economy Action Team working on Broward Cultural Division’s 2020 Community Cultural Plan and projects.


Partner Council - In cooperation with WorkForce One and the U.S. Small Business Administration, produced four business forums entitled “Understanding the Stimulus Bill What It Means to You.”

Business Briefs and Broward Alliance Member News

BankAtlantic has been awarded the “Florida Business Award” from the International Business Council of Florida.

Robin Ronne, managing director, CEO Council, The Broward Alliance, has been named to the Editorial Advisory Committee for its LEADER magazine. CoreNet Global has announced the magazine also featured Ronne and The Broward Alliance’s CEO Council headquarters initiative in its July/August 2009 edition.

In the annual survey of results by Community College Week, Broward College was ranked No.3 nationally among top associate’s degree producing institutions in 2007-2008.

Broward County Commissioners Ilene Lieberman, Kristin Jacobs and Josephus Eggleston, Jr., have been recognized for their extraordinary efforts on behalf of county government at the 2009 Florida Association of Counties Annual Conference and Educational Exhibition.

Deborah Wilkinson, Global Business Development Manager for the Broward County Office of Economic Development, has been appointed chair-elect of the Florida Economic Development Council (FEDC).

For the sixth year in a row a national Real Estate Investor, the leading magazine for professional real estate investors, has ranked CB Richard Ellis number one out of the world’s top 25 property managers. The ranking, featured in the publication’s July/August 2009 issue, is based on the total amount of space under management globally as of December 31, 2008.

Citicis Systems, Inc., has announced new advanced certifications targeted at engineers and architects specializing in advanced virtualization solutions. A hot growth area, virtualization technologies help enterprises become more agile, reduce costs and deliver optimal service levels.

Miller Construction Company has completed the all-digital WPLG Local 10 television broadcast facility in Pembroke Park. The facility is the first in the Southeast to broadcast in digital HD from both the studio and in the field.

Spherion Corporation’s recruitment process outsourcing (RPO) services division has been named to the 2009 “Top 50 Best Managed Outsourcing Vendors” report. The listing was compiled by Brown-Wilson Group for THE BLACK Book of Outsourcing, a leading authority on outsourcing vendors worldwide.

Starmark International, Inc., has recruited New York agency CEO and brand integration expert Jeff McClelland to lead its growing Fort Lauderdale-headquartered agency as President. McClelland replaces Peggy Nordeen, who now assumes the role of CEO, Dan Estes, previously Starmark’s CEO is now chairman of the agency.

Stiles Corporation’s Lake Shore Plaza II in Sunrise became the first multi-tenant office building in Broward County to receive Leadership in Energy and Environmental Design (LEED) certification. The U.S. Green Building Council (USGBC) awarded a Silver certification to the 130,000 square foot Sunrise facility under its rating system.

Virgin America has announced it will serve Fort Lauderdale-Hollywood International Airport (FLL) with daily non-stop flights from the West Coast beginning Nov. 18, 2009. Virgin America will serve FLL with two daily non-stop roundtrips from San Francisco International Airport (SFO) and two daily non-stop roundtrips from Los Angeles International Airport (LAX).

* Broward Alliance Members in bold

The Broward Alliance Management and Staff

James P. Tartt (JT) President/CEO 954-627-0125
Ron Drew Vice President - Marketing & Communications 954-524-3116
Joan K. Goodrich Executive Vice President 954-627-0127
Dana Humphreys CEO Council Executive Assistant 954-627-0134
Helen Kulp Business Development Assistant 954-627-0131
Sherla L. Maycock Executive Assistant 954-627-0123
Sula Miller Film Commission Coordinator 954-627-0126
Vielka Quintero Client Manager 954-524-3119
Robin Ronne Managing Director, CEO Council 954-627-0126
Bob Swindell Senior Vice President - Business Development 954-627-0129
Elizabeth “Liz” Tascherou Investor Relations Coordinator 954-627-0133
Kathleen Weekes Business Development Coordinator 954-627-0122
Elizabeth Wentworth Vice President - Creative Economy & Film Commission 954-627-0122
Vernon Bailey Interim Director of Workforce Development 954-524-3114

The Broward Alliance 110 E Broward Boulevard, Ste 1900 Fort Lauderdale, FL 33301 954-524-3113 800-741-1420 www.browardalliance.org/info
COMMERCIAL REAL ESTATE

Industrial Market

The Broward industrial market continues to experience market corrections during the first half of 2009. Vacancy and availability rates have risen while lease rates declined. Negative absorption was recorded for both quarters of 2009, indicating that supply continues to outpace demand.

Total vacancy increased by 2.8 percentage points and asking lease rates have dropped by 12.5 percent from the second quarter of 2008. Currently, there is also 947,713 square feet of vacant sublease space on the market, an increase of 43.3 percent over this same time period last year. Leasing activity totaled 632,148 square feet during the second quarter of 2009. As a comparison, approximately 1.6 million square feet was leased during the second quarter of 2008.

Relocations, Expansions and Retentions

Allstate Insurance Closes Lease Deal in Coconut Creek

Allstate Insurance Company has leased portions of two of the three floors of the 75,000 square foot office building that is part of The Promenade at Coconut Creek. The Illinois-based insurance corporation will occupy nearly 34,000 square feet and is expected to move in late 2009.

CBS Leases 34,000 Square Feet in Fort Lauderdale

CBS Corp. has signed a 10 year lease for 34,622 square feet at 1401 W. Cypress Creek Blvd in Fort Lauderdale. The second-floor space will be occupied by CBS Interactive, the Internet division of CBS Corp., beginning in January 2010.

General Dynamics C4 Systems Continues Expansion in Sunrise

General Dynamics C4 Systems, a business unit of defense contractor General Dynamics Corp., is planning to add an additional 80 to 100 employees to its existing workforce of 117 by year-end according to company spokeswoman Fran Jacques. About 85 percent of the new positions will be engineering jobs that pay $80,000 to $120,000 a year.

IRS Renews Lease in Plantation

The IRS has renewed its 135,819 square foot lease for the entire Southpointe I building in Plantation. The IRS has occupied the three-story office building at 7850 SW 56th Court since May 1999.

Ruden McClosky Renews in Fort Lauderdale

The law firm of Ruden, McClosky, Smith, Schuster & Russell, P.A., has signed a renewal for more than 91,000 square feet in Fort Lauderdale’s National City Center office tower. The company occupies five full floors and another 10,444 square feet on the 13th floor for a total of 91,259 square feet.

Stiles Renews Lease as Signature Tenant at Lake Shore Plaza II

Stiles Realty has announced that New York Life has signed a 28,230 square foot lease at Lake Shore Plaza II, and will be the signature tenant at the Class A “green” (LEED certified) office building in Sunrise. Completed in the Summer of 2008, Lake Shore Plaza II is a joint venture of Stiles Corporation and WLD Enterprises, and has drawn other top-tier corporate clients, including T-Mobile and The Florida Bar.

University of Phoenix Renews Lease in Plantation

The University of Phoenix has renewed its 30,163 square foot lease at Lakeside Office Center in Plantation. The university occupies the entire fifth floor of the 134,443 square foot building at 600 N. Pine Island Road. Its new 88-month lease begins in September.

The Broward Alliance and WorkForce One Assist Hoerbiger and HEICO In Obtaining Training Grants

The Broward Alliance has announced that two companies located in Broward County have received training grants.

Hoerbiger Corporation has been awarded a Florida Quick Response Training Grant for $301,350 by Workforce Florida. The grant will help the company create 58 new jobs and provide customized training for the new employees and 272 existing employees at its Pompano Beach location over the next two years. The training will be coordinated through Broward College. HEICO Parts Group, located in Hollywood, has been awarded an Incumbent Worker Training Grant for $49,837 for training 60 existing employees.

Other companies and organizations that have recently received training grants totaling more than $500,000 through the assistance of The Broward Alliance and WorkForce One include 3 Dimensional Engineering, Inc., Galeyond, Certified Metal Finishing Inc, the City of Lomart, Forecast Trading, Interplex Sunbelt, Inc., and Ultimate Manufacturing, Inc. For information about available training programs, please contact Vermont Bailey, director of workforce development for The Broward Alliance and WorkForce One, at 954-524-3114.

Source: CB Richard Ellis, Inc.
In recent months, The Broward Alliance has been focused on providing tools local businesses need to prosper, while aggressively marketing Greater Fort Lauderdale as a choice location to companies considering a relocation or expansion. Two ways we worked to help local companies were through four business forums and our annual Development Conference. The forums were well attended by businesses who learned about lending programs; workforce training, recruiting and retention; and business assistance tools.

During the Development Conference, business and community leaders heard from industry experts about new financing opportunities and other topics related to real estate development in the current challenging economy. We also took a leadership role in working with Enterprise Florida and our regional partners to provide input to the state’s strategic economic development plan.

Unemployment in Broward County remains a top concern at 9.5%, while economic conditions continue to be a challenge for businesses as financing options remain limited. At The Broward Alliance, we are still seeing solid project activity, which is a good indication many companies continue to plan for growth with an eye toward the future. Our goal continues to be leading a strong economic development program that has successfully marketed our region helping to create thousands of jobs and diversify our economy.

We are extremely pleased to see one of our most important industry clusters, wireless communications, continuing to grow with the addition of employees at Research in Motion, General Dynamics C4 Systems and Foxconn. These companies are at the forefront of new wireless communications development and are providing high-skill, high-wage jobs. The Broward Alliance is proud to have assisted them in their expansions in Broward County and we stand ready to assist them and other companies as they prepare for a bright future in one of the best business locations anywhere - Greater Fort Lauderdale/Broward County.

Sincerely,

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

Between July 2008 and July 2009, which were the latest figures available at the time of publication, Broward County experienced an increase in its unemployment rate from 5.8% to 9.5%. Following are local area employment numbers for the two time periods:

<table>
<thead>
<tr>
<th>Industry</th>
<th>July 2009</th>
<th>July 2008</th>
<th>Inc/Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>41,100</td>
<td>50,100</td>
<td>-18.0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>27,300</td>
<td>29,500</td>
<td>-7.5%</td>
</tr>
<tr>
<td>Trade, Transportation and Utilities</td>
<td>164,000</td>
<td>171,100</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>46,300</td>
<td>47,700</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>92,400</td>
<td>99,200</td>
<td>-6.8%</td>
</tr>
<tr>
<td>Information</td>
<td>18,700</td>
<td>19,600</td>
<td>-4.6%</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>54,900</td>
<td>59,900</td>
<td>-8.4%</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>117,100</td>
<td>121,100</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Education and Health Services</td>
<td>93,000</td>
<td>91,700</td>
<td>1.4%</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>78,700</td>
<td>79,700</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Other Services</td>
<td>33,800</td>
<td>34,200</td>
<td>-1.2%</td>
</tr>
<tr>
<td>Government (Federal, State, Local)</td>
<td>99,400</td>
<td>98,400</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

Below are the latest employment numbers by industry comparing June 2008 to June 2009. Every sector of the major industries reported below has experienced a drop in employment in the last year with the exception of education and health services, and government, which saw slight improvements. The largest percentage decrease in employment was in the construction industry while the largest numbers of job losses occurred in construction (9,000 jobs); retail trade (7,400 jobs); trade, transportation and utilities (7,100 jobs); and financial activities (5,000 jobs).

### INDUSTRY

- **Construction**: 41,100 to 50,100, -18.0%
- **Manufacturing**: 27,300 to 29,500, -7.5%
- **Trade, Transportation and Utilities**: 164,000 to 171,100, -4.2%
- **Wholesale Trade**: 46,300 to 47,700, -3.3%
- **Retail Trade**: 92,400 to 99,200, -6.8%
- **Information**: 18,700 to 19,600, -4.6%
- **Financial Activities**: 54,900 to 59,900, -8.4%
- **Professional and Business Services**: 117,100 to 121,100, -3.3%
- **Education and Health Services**: 93,000 to 91,700, 1.4%
- **Leisure and Hospitality**: 78,700 to 79,700, -1.3%
- **Other Services**: 33,800 to 34,200, -1.2%
- **Government (Federal, State, Local)**: 99,400 to 98,400, 1.0%

### COMMERCIAL REAL ESTATE

**Office Market**

The commercial real estate market across the nation continues to experience the impact of a global economic downturn. Broward County’s total vacancy rate rose 4.1 percentage points from the second quarter of 2008 as tenants continued to downsize, consolidate and close offices.

Overall leasing activity totaled approximately 544,209 square feet during the second quarter of 2009, a decline from the 731,078 square feet leased in the second quarter of 2008.
District Again Earns ‘A’ Grade from Florida Department of Education

For the second consecutive year and third time in four years, Broward County Public Schools has earned an 'A' grade from the Florida Department of Education. One hundred sixty-two District schools earned 'A' grades this year (117 elementary, 36 middle and 9 high schools), accounting for almost 66 percent of public schools in Broward County. The 66 percent of 'A' schools is the second-best mark in District history, behind only the 2005/06 year, when 68 percent of Broward schools earned 'A' grades. The 2005/06 year marked the first time Broward County Public Schools earned an 'A' grade from the state of Florida.

District Students Increase FCAT Scores

Broward County Public Schools third grade students continued to demonstrate increased performance in the FCAT Reading and Math examinations, according to the 2009 results released by the Florida Department of Education. Overall, 71 percent of District third grade students produced reading scores of level 3 or above (proficiency), while 80 percent of the third grade students reached level 3 or above on mathematics.

Also, for the fifth consecutive year, Broward County Public Schools fourth and eighth grade students demonstrated increased performance in the FCAT Writing examination.

Florida Ranked Among Top Three States for Workforce

For the second year in a row, Florida has ranked among the top three states for workforce in CNBC’s Top States for Business. The workforce rankings are part of CNBC’s annual study and are based on several indicators, including the education level of the workforce, the number of available workers, union membership and the relative success of each state’s worker training programs in placing participants in jobs.

Film Industry Brings $16 Million to Greater Fort Lauderdale

The economic impact of the on-location film industry to Greater Fort Lauderdale through the third quarter of fiscal year 2009 is more than $16 million. The popular USA television series Burn Notice provided the highest spending during filming in Hollywood and Fort Lauderdale. The show, filmed entirely in South Florida, was recently picked up for a fourth season. Another television show shot entirely in Broward County was TLC Network’s Police Women of Broward County, which spent $560,000 during 6 weeks of filming. Independent features are also accounting for cash circulated in the area. One was Criss Cross, which employed 60 crew daily during 5 weeks of filming, spending a total of $1.8 million in Fort Lauderdale, Pompano Beach and Hollywood, where their production office was based.

Broward County Business Forums a Big Success

Nearly 300 businesses from across Broward County attended four Business Forums held in early June titled “Understanding the Stimulus Bill: What It Means to You.” The meetings were held in Davie, Hollywood, Pompano Beach and Tamarac.

Speakers included Nancy Rackear, marketing executive for the U.S. Small Business Administration, who discussed changes to the SBA’s lending programs related to the American Recovery and Reinvestment Act; Bob Swindell, sr. vice president for The Broward Alliance, who presented information on the various assistance programs available to businesses in Broward County; and Tonya McCollin, lead customer service specialist and Bonni Smith, business services manager for WorkForce One, who discussed how businesses can access workforce stimulus funding through training grants for workers and receive services to help avoid layoffs and assist in recruiting at no cost.

One of the most well-received items presented during the Forums was the Business Assistance Tool Kit which is a recently developed product of The Broward Alliance’s Partner’s Council. The tool kit provides information on the assistance programs available to businesses in Broward County. The Partner’s Council is made up of representatives of Broward County’s municipalities, chambers of commerce, business development groups and state economic development partners.

Forum partners included The Broward Alliance, Broward County Office of Economic Development, Broward County Small Business Development Division, City of Hollywood, City of Hallandale, City of Pompano Beach, City of Tamarac, Greater Pompano Beach Chamber of Commerce, Miramar/Pembroke Pines Regional Chamber of Commerce, Town of Davie, WorkForce One and other local cities, chambers of commerce and economic development organizations.

(See photo at right)

Broward Alliance Business Briefs

Business and Economic Quarterly

FALL 2009

Broward Alliance Annual Meeting Set for October 7, 2009

The Broward Alliance’s Annual Meeting will be held from 11:30 a.m. - 1:30 p.m. at The Westin Fort Lauderdale, 400 Corporate Drive, Fort Lauderdale. In addition to presentations of the 2009 Economic Development Leadership Awards, the Annual Meeting will feature a community report on all economic development achievements for the past 12 months; recognition of Ray Ferrero, Jr., as Chairman of the Board and introduction of Peggy Norden as The Broward Alliance’s incoming Chair of the Board for FY 2010. For more information regarding available sponsorships, please contact Joan K. Goodrich, executive vice president of The Broward Alliance at 954-627-0127. To register, please visit www.browardalliance.org.

Broward Alliance Business Briefs

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

www.browardalliance.org/info