



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Greater Fort Lauderdale Alliance

Bob Swindell, President and CEO



Life. Less Taxing.

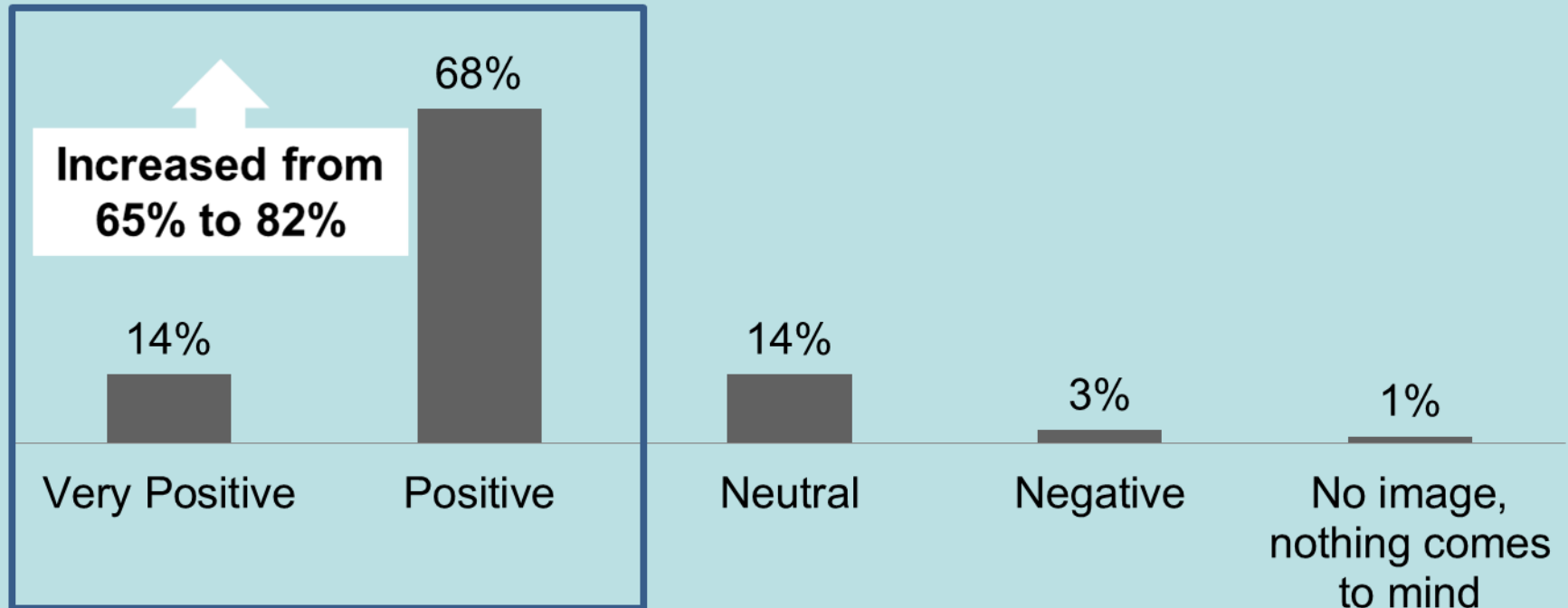
- **National/international ad campaign**
- **Promotes region strengths**
- **Features Broward/South Florida business leaders**
- **CNN, CNBC, MSNBC, Fox Business News, Fox News Channel, HLN, Yahoo, Bing, Google, JetBlue Airways**
- **WWW.LESSTAXING.COM**

Strategic Planning Steps

- **2008 – National HQ Competitive Ranking Assessment**
- **2008 – Broward County Targeted Industry Study**
- **2008 – Initial HQ Perception Survey**
- **2009 – Strategic Blueprint for HQ Recruitment and Marketing**
- **2011 – National Competitive Incentives Analysis**
- **2011 – 2nd Phase - HQ Perception Survey**

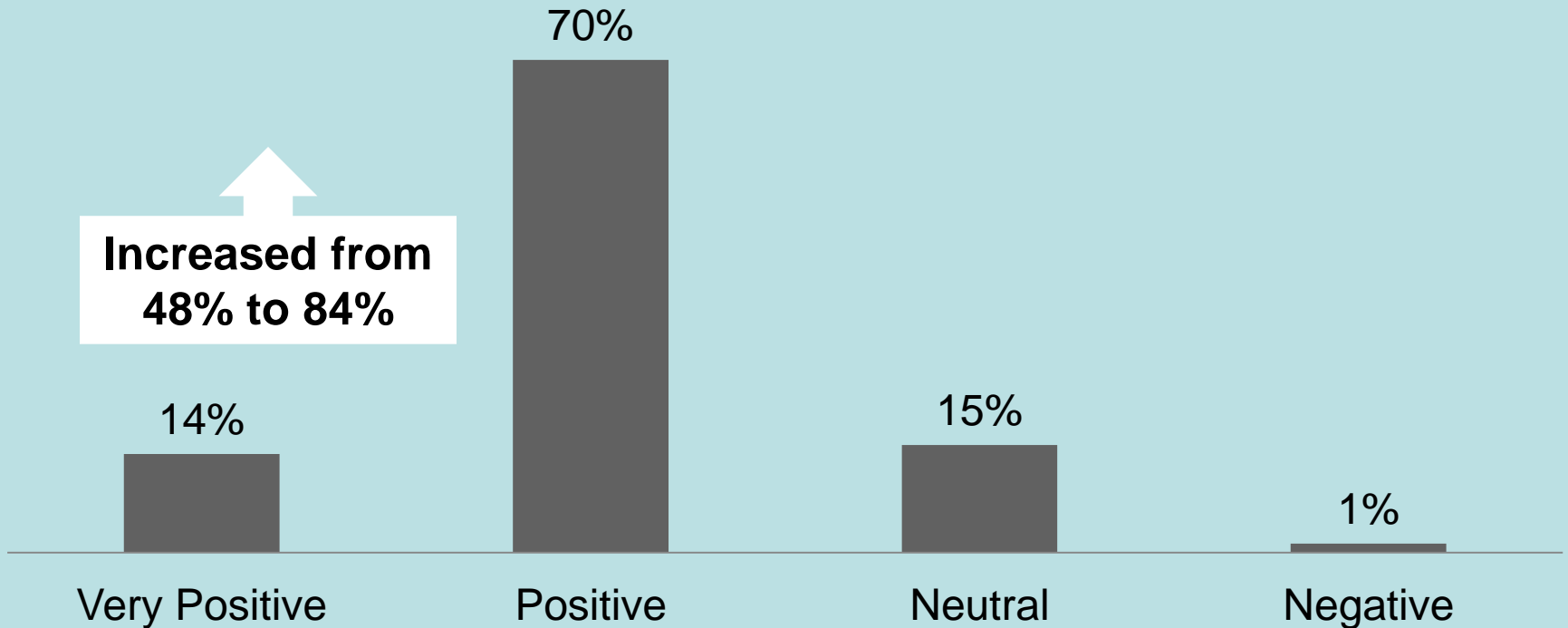
Broward County Perception Survey

When you hear “Greater Fort Lauderdale” is your image:



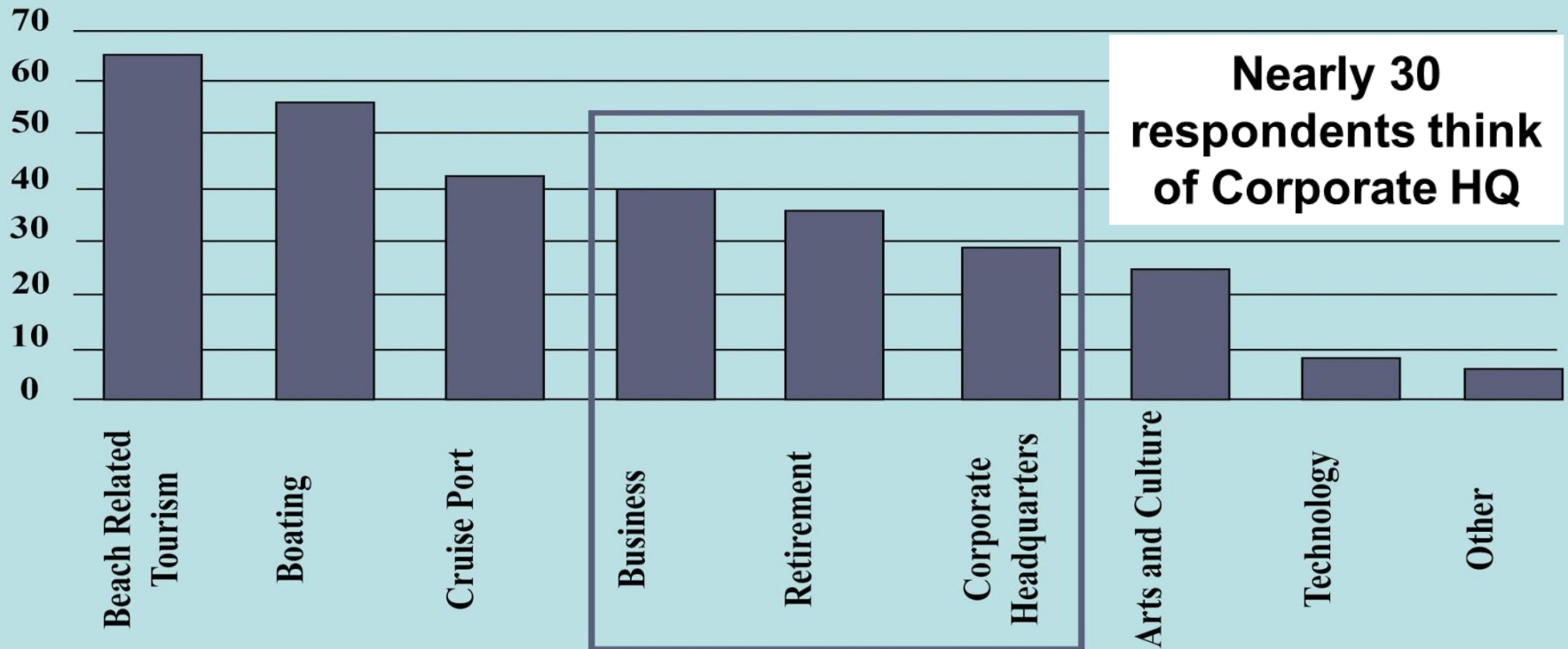
Broward County Perception Survey

Is your overall perception of Greater Fort Lauderdale:



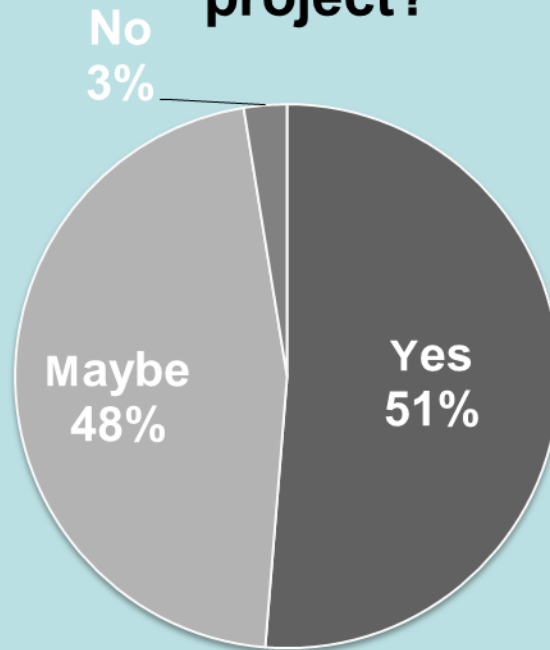
Broward County Perception Survey

When you think of Greater Fort Lauderdale, what comes to mind (check all that apply):



Broward County Perception Survey

Would you consider recommending Greater Fort Lauderdale for a corporate headquarters relocation project?

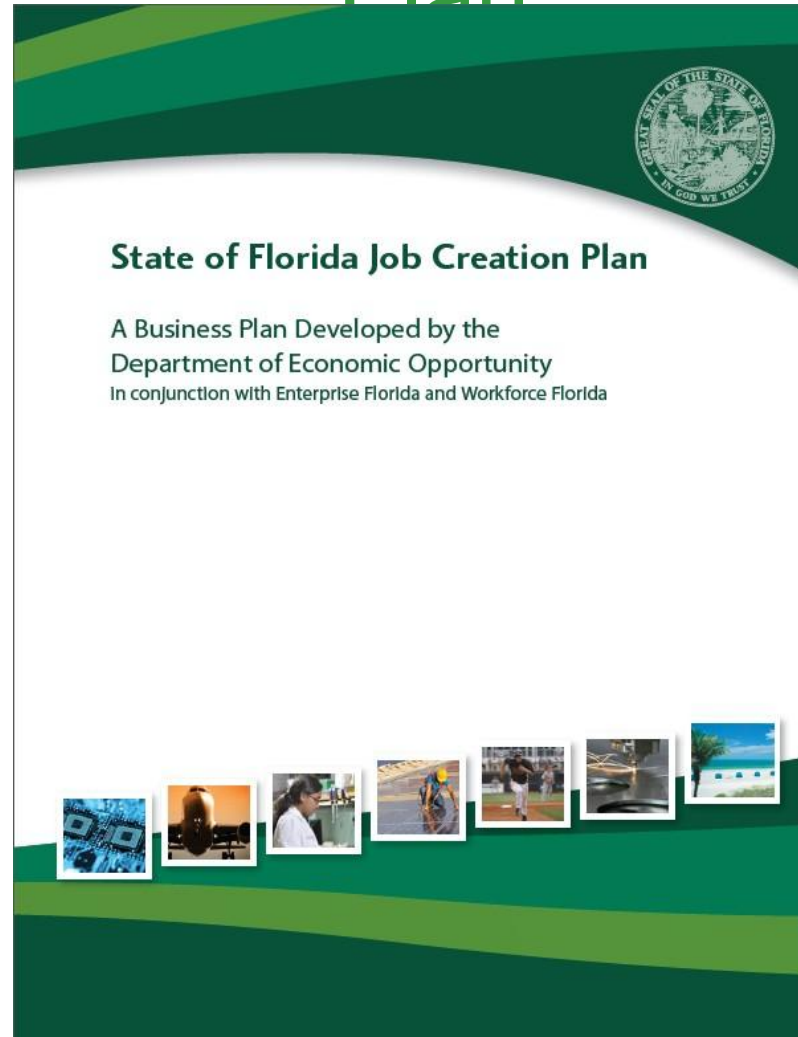


Those that would recommend the area increased from 30% to 51%.

State, Regional and Local Partnerships

- 1) DEO's State of Florida Job Creation Plan
- 2) South Florida: Your Global Business Connection
- 3) Broward County Six Pillars
- 4) Florida Eight Southeast Region
- 5) Life Sciences South Florida (LSSF) [HTTP://LIFESCIENCESSF.ORG](http://lifesciencessf.org)
- 6) Regional Education/Workforce Survey
- 7) Alliance Partner's Council

DEO's State of Florida Job Creation Plan



South Florida: Your Global Business Connection



South Florida: Your Global Business

Connection

- **Partnership between the Greater Fort Lauderdale Alliance, Business Development Board of Palm Beach County, Miami-Dade Beacon Council and Enterprise Florida**
- **Joint marketing effort and outreach including DVD's and Brochures in Five Languages:**
 - **English**
 - **French**
 - **German**
 - **Italian**
 - **Spanish**



Broward County Six Pillars

- **Joint initiative with the Florida Chamber Foundation and numerous community partners**
- **Utilizing work completed under VisionBroward strategic planning process**
- **Co-Chairs named**
- **In process of naming Caucus Chairs**
- **Caucuses will be meeting in March and April**
- **Final public forum in May or June**



Florida Eight Southeast Region

- **Indian River, St. Lucie, Martin, Palm Beach, Broward, Miami-Dade and Monroe Counties**
- **Partners will include regional workforce boards, EDO's, Chambers, government and business organizations**
- **Goal is capacity building in the area(s) of business retention, growth, and international diversification.**
- **Will be focused on making the region easy do business with – eliminating “speed bumps” to business retention and growth**



Life Sciences South Florida (LSSF)

- **Aims to establish an industry cluster in South Florida focused on life sciences, biotechnology, pharmaceuticals, diagnostics, and information technology**
- **Draws inspiration from successful regional economic development clusters such as the Florida High Tech Corridor in Central Florida, Silicon Valley in California, and the Research Triangle in North Carolina**
- **Will link elements of innovation ecosystem: research, entrepreneurship, venture capital, and life sciences companies**



LSSF Strategic Priorities

- Establish shared communication portal, technology platform, research core facilities, and institute of commercialization
- Conduct extensive asset map and cluster analysis
- Recruit, develop, and retain talent in the region
- Create, develop and strengthen programs designed to increase STEM student and workforce development within the region

[HTTP://LIFESCIENCESF.ORG](http://lifesciencesf.org)



Regional Education/Workforce Survey

- **Directed and funded by H. Wayne Huizenga School of Business and Entrepreneurship at Nova Southeastern University**
- **Comprehensive regional study to determine the workforce needs of businesses in Broward, Miami-Dade and Palm Beach Counties**
- **Will provide insight into both education and workforce strengths, and workforce gaps experienced by target industry employers**
- **Planned for later this year and annually thereafter**



Alliance Partner's Council

- **Made up of Alliance representatives, Broward County and its 31 municipalities, chambers of commerce, redevelopment agencies and local business trade and assistance organizations**
- **Works on common initiatives, leverages resources and shares market intelligence**
- **Examples of projects have included small business assistance seminars, promotion of GrowFL program and hosting of development and redevelopment conferences**



Playing to Win in Economic Development Seminar

- **Designed for elected officials, staff and volunteers of local and regional economic development organizations**
- **Will address the site selection process and corporate expectations**
- **Will provide a better understanding of how the local community can enhance its standing with site selection consultants and decision makers**
- **Sponsored by Florida Power and Light in cooperation with the local EDO's**
- **Broward County – March 22nd**



Questions?

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