



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CONFERENCE MEETING**

#25-0805

TO: Honorable Mayor & Members of the
Fort Lauderdale City Commission

FROM: Rickelle Williams, City Manager

DATE: August 19, 2025

TITLE: Invest Fort Lauderdale Overview and Next Steps – (**Commission Districts
2 and 3**)

The presentation will provide an overview of Invest Fort Lauderdale and steps needed to fully establish the program as a catalyst for economic development.

Background

Invest Fort Lauderdale began when the Community Redevelopment Agency Board of Commissioners (CRA Board) approved the establishment of a Northwest-Progresso-Flagler Heights Community Redevelopment Area (NPF CRA) Economic Development Corporation (EDC) in December 2018. Following the formation of the EDC, on April 6, 2021, the CRA Board adopted Resolution No. 21-04 (CRA) that approved and accepted the charter document for the EDC that became known as Invest Fort Lauderdale. At the time, the CRA Board appointed five (5) Invest Fort Lauderdale board members who were required to live, own property, or own a business within the NPF CRA boundaries.

Invest Fort Lauderdale intends to complement and extend the work of the NPF CRA. Rooted in a strategic plan that was developed for FY 2023/24 and FY2024/25, Invest Fort Lauderdale combines place-based development with financing tools with a focus on sustainability, local governance, and long-term community reinvestment.

The presentation will highlight Invest Fort Lauderdale's beginning as well as the program's mission, core values, strategic priorities, and goals. City staff will also seek City Commission direction to address a key component of the program which is fulfilling Invest Fort Lauderdale's status as a 501(c)(3) not for profit organization.

Resource Impact

There is no fiscal impact associated with this item.

Strategic Connections

This item is a FY 2025 Commission Priority, advancing the Economic Development initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Business Growth and Support Focus Area—Goal 6: Build a diverse and attractive economy

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan:

- We Are Prosperous

This item supports the *Advance Fort Lauderdale 2040* Comprehensive Plan specifically advancing:

- The Business Development Focus Area

Attachment

Exhibit 1 – Invest Fort Lauderdale Presentation

Prepared by: Clarence Woods, Community Redevelopment Agency Manager

Charter Officer: Rickelle Williams, City Manager