



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

#25-1149

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

FROM: Rickelle Williams City Manager

DATE: November 18, 2025

TITLE: Discuss the Proposal to rename Broward County to Lauderdale County -
(Commission Districts **1, 2, 3 and 4**)

The Honorable Chip LaMarca, State Representative for District 100, proposes filing a local bill (Exhibit 1) changing the name of Broward County to Lauderdale County, to make the county a more marketable brand and will have a positive financial impact on the business community. This change would need to be a local bill with a referendum because Broward is a charter county. This local bill will give Broward County residents an option to vote to change the name on the 2026 ballot. This item provides the City Commission the opportunity to discuss the proposal to rename Broward County to Lauderdale County.

A recent White Paper (Exhibit 2), by Dr. George Hanbury of the Broward Workshop, identifies Broward County as a vital hub for business, culture, and recreation for millions of residents and visitors. The White Paper finds that “Broward” has limited recognition beyond Florida and is often overlooked locally by “Fort Lauderdale” or “Lauderdale,” hindering the county’s appeal to businesses and investors. Per the White Paper, without a unified brand, Broward has faced confusion and missed opportunities, as national media often fold its cities into “Miami.” Four (4) studies from 2009 – 2023 consistently show that “Fort Lauderdale” and “Lauderdale” hold stronger recognition and marketability than “Broward.” However, there are also examples of counties that have not found it necessary for name changes, instead they use a singular place brand, like Tampa Bay. “Tampa Bay” encompasses Hillsborough, Pinellas, Pasco, Hernando, Manatee, Polk, and Sarasota counties.

Finally, the local bill highlights that adopting this change would not disrupt public services, increase taxes, or require immediate financial investment. Instead, the transition would occur gradually as county materials and signage are naturally updated. An independent study has not been conducted to confirm this assessment.

Resource Impact

Not applicable.

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan

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

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan

Attachments

Exhibit 1 – Local Bill Lauderdale County

Exhibit 2 – Broward County White Paper

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Charter Officer: Rickelle Williams, City Manager