



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

**#25-0351**

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

**FROM:** Rickelle Williams, City Manager

**DATE:** April 15, 2025

**TITLE:** Introduction of the SizeUp FTL business tool (Commission Districts 1, 2, 3  
and 4)

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A new business intelligence initiative, SizeUp FTL, is an online tool designed with real-time data-driven insights used to support small business growth and economic development at no cost to the public. The Public Affairs Division will implement SizeUp FTL, an online tool for the resident and business community to access industry-specific and hyperlocal information to help make informed decisions using Big Data analysis. This initiative aligns with the City's strategic goals of fostering economic development, supporting local enterprises, and enhancing the competitiveness of Fort Lauderdale's business community.

SizeUp FTL will offer businesses access to key market research, industry analysis, competitive benchmarking, and customer analytics. This tool empowers business owners with data to refine their business strategy, optimize operations, and identify growth opportunities. Community residents will have access to three (3) SizeUp FTL tools to access guidance on measuring business performance; planning, growing, and launching their business; and supporting the local economy by researching local businesses in Fort Lauderdale.

SizeUp helps private sector, government, and non-profit organizations better serve their small business customers with the market research and business intelligence they need to succeed. SizeUp assists municipal government with a software platform with real-time data and flexibility to customize features according to the unique needs of its communities. By launching SizeUp FTL, entrepreneurs and local businesses will have the capability to do market research and business development from the comfort of their home.

To ensure adoption and awareness of the SizeUp FTL business intelligence tool, staff will conduct a comprehensive outreach strategy that aligns with the City's branding and public engagement efforts. This includes City-branded campaigns leveraging the City's website, newsletters, social media, and local media outlets to promote the initiative.

Strategic partnerships will further expand the tool's reach by collaborating with local businesses, educational institutions, non-profits, chambers of commerce, business incubators, and elected officials. Event-driven marketing will involve community forums, workshops, mentorship programs, and outreach at City-sponsored events.

Finally, tailored district-specific engagement and outreach will address the unique needs of Fort Lauderdale's neighborhoods by partnering with organizations such as civic associations, chambers of commerce, educational institutions, minority business groups, and youth programs to provide resources for entrepreneurship and workforce development. Key collaborators include Hispanic Unity of Florida, SCORE Broward, and the Broward County Small Business Development Center.

This investment of \$12,488 will be used to enhance the City's support for local businesses. By integrating SizeUp FTL into city programs like StartUp FTL and hosting it on the Public Affairs website with free public access, this initiative aims to position the tool as a vital resource for entrepreneurs and small business owners, fostering economic growth and community empowerment across Fort Lauderdale.

### **Resource Impact**

<i>Funds available as of April 8, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-001-1445-552-30-3199	Public Affairs	Services/Materials/ Other Prof Serv	\$530,594	\$44,013	\$12,488
<b>TOTAL AMOUNT ►</b>					\$12,488

### **Strategic Connections**

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

- The Business Growth and Support, Goal 6: Build a diverse and attractive economy

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

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

- The Business Development Area
- Economic Development
- Goal 2: Enhance the economic competitiveness of Fort Lauderdale through policies that encourage retention and recruitment of business and industry which provide living-wage employment and increased training and competitiveness of the local workforce.

**Attachment**

Exhibit 1-SizeUp FTL Visual Overview

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