



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

**#16-1074**

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

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** September 7, 2016

**TITLE:** Motion Authorizing Execution of an Agreement with the Greater Fort  
Lauderdale Chamber of Commerce Inc. and the City of Fort Lauderdale  
for the BusinessF1rst Program

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**Recommendation**

It is recommended the City Commission approve a motion authorizing the Mayor and City Manager to execute an agreement with the Greater Fort Lauderdale Chamber of Commerce, Inc. (GFLCC) to allow for a funding allocation of \$93,500 for BusinessF1rst activities and programs.

**Background**

Based on an agreement between the GFLCC and the City of Fort Lauderdale (City) to initiate a joint business retention and expansion program, BusinessF1rst was launched in September 2009. Representatives from the Greater Fort Lauderdale Alliance, the City's Economic Development Advisory Board, and members of the GFLCC were recruited to complete the BusinessF1rst team.

The BusinessF1rst team immediately initiated two parallel courses: 1) implement a telephone survey to local businesses with the assistance of PMG Associates and 2) conduct a one-on-one visitation program with key established and emerging decision makers. Both efforts reached a cross-section of business leaders, gauged their perceptions, and determined the current state of their businesses, and identified impediments or opportunities for future growth. The initial programs have been completed and/or are ongoing activities.

Today, the joint business retention program between the GFLCC and the City is alive and well. Current target activities and goals of BusinessF1rst include:

- Visit a minimum of 50 businesses across all Commission districts.
- Survey 500-800 businesses - update the 2009 survey.
- Assist a minimum of 25 companies who have specific needs for training, permitting, or other items.

- Redesign and execute a comprehensive business web presence specifically designed to be both an intake and output design positioning Fort Lauderdale as the place to invest and conduct business.
- Develop/produce materials that will be used to position Fort Lauderdale not only as the place to do business, but the place you never want to leave. This will be deployed in hotel rooms, online feeds, cabs, Fort Lauderdale/Hollywood International Airport, Port Everglades, BB&T Center, restaurants, etc.

It is estimated that this program will impact a minimum of 75,000 square feet and generate \$937,500 in capital investment.

### **Resource Impact**

There will be an estimated current year fiscal impact to the City in the amount of \$93,500. Future year's expenditures are contingent on approval and appropriation of that fiscal year's annual operating budget.

Funds available as of July 20, 2016:					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET	AVAILABLE BALANCE	AMOUNT
001-DSD050101-4299	Economic Development	Other Oper Exp/Other Contributions	\$1,025,665	\$250,940	\$93,500
TOTAL ►					\$93,500

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Business Development Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, port, and rail connections.
- Objective 1: Define, cultivate, and attract targeted and emerging industries.

This item also advances the *Fast Forward Fort Lauderdale 2035 Vision Plan*: We are Prosperous.

### **Attachments**

Exhibit 1 – Agreement between the City and the Chamber of Commerce

Exhibit 2 – BusinessF1rst Scope Letter from the Chamber of Commerce

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Prepared by: Michael Chen, Economic & Business Development Manager

Department Director: Anthony Fajardo, Sustainable Development