



June 27, 2016

Michael Chen, Economic and Business Development Manager
City of Fort Lauderdale
700 NW 19 Avenue
Fort Lauderdale, FL 33311

Dear Mr. Chen:

It is with a great deal of pleasure that I submit to you additional information regarding the proposal we have been discussing that would renew and refresh the City of Fort Lauderdale and Greater Fort Lauderdale Chamber of Commerce's relationship for economic development for our BusinessFirst program.

Pursuant to your request, please find a one sentence description for the tool box package we have submitted:

1. Kick-off Event—program to announce and outline the formal partnership BusinessFirst 2.0 program at a luncheon or breakfast with leadership of both organizations along with members and neighbors.
2. Collateral Material—design and production of collateral material used in connection with site visits and business relocation packets sent to site selectors and targeted industries. The will also include the final report.
3. Business Survey—an update and refresh of the original benchmark survey conducted in 2009 to include company executives in all City Commission districts with a statistically valid instrument. This would be compared and contrasted with the benchmark study.
4. Program Coordination—covers the Chamber's administrative staffing costs related to execution of BusinessFirst 2.0.
5. Re-design and execution of web and technical improvements—a fully integrated and intuitive economic development web presence that positions Fort Lauderdale as the place of commerce in South Florida, including report downloads, FAQs, economic development dashboards with real time data, available real estate, videos, etc.
6. Development and deployment of multiple marketing tools—includes both print and video materials to be distributed/located at high impact areas like Fort Lauderdale-Hollywood International Airport, Port Everglades, BB&T Center, and area hotels.

Michael, I hope this gives you the type of information you needed for presentation to commissioners. Please contact me should you have any further questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Dan Lindblade".

Dan Lindblade, CAE
President & CEO

EXHIBIT A
BUDGET BusinessF1rst 2016 Scope of Work

Kick-Off Event:	\$3,000
Business Survey:	\$17,000
Re-design and execution of web and technical improvements:	\$16,000
Development and deployment of multiple marketing tools:	\$22,500
Program Coordination:	<u>\$35,000</u>
Total for BusinessF1rst	\$93,500

TOTAL: \$93,500