



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

**#17-1450**

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

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

**DATE:** December 5, 2017

**TITLE:** Motion Authorizing the 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, retroactive to November 18, 2017, with the Greater Fort Lauderdale Chamber of Commerce, Inc. (GFLCC) to allow for a funding allocation of \$11,700 for BusinessF1rst activities and programs.

**Background**

Based on an agreement between the GFLCC and the City of Fort Lauderdale (City) to initiate a 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, 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.

This Agreement is retroactive to November 18, 2017 to allow GFLCC to complete the scope of work approved in an Agreement, dated November 18, 2016, for BusinessF1rst activities and programs under CAM #16-0815. The funding allocation for the 2016 Agreement was \$93,500, of which GFLCC has drawn \$81,800 for work completed. The \$11,700 allocated for this new 2017 Agreement is the remaining balance of the 2016 allocation. There have been no expenses incurred or payments made for work from November 18, 2017 to December 5, 2017.

### **Resource Impact**

There will be an impact to the FY2018 budget in the amount of \$11,700.

Funds available as of November 16, 2017:					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET	AVAILABLE BALANCE	AMOUNT
001-DSD050101-4299	Economic Community and Investment	Other Contributions	\$922,651	\$916,049	\$11,700
				<b>TOTAL ►</b>	<b>\$11,700</b>

### **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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12/05/2017  
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