



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

**#20-0013**

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

**FROM:** Chris Lagerbloom, ICMA-CM, City Manager

**DATE:** January 21, 2020

**TITLE:** Economic & Community Investment (ECI) - New Webpages -  
**(Commission Districts 1, 2, 3 and 4)**

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**Background**

The Economic & Community Investment (ECI) Division has created a new website in response to the priorities established after the 2018 joint meeting between the Economic Development Advisory Board and the City Commission. One of the priorities was to establish the City's leadership role for business development and attraction in Broward County through its Economic Development (ED) webpages, published materials, and active participation at trade conferences/events.

Creating an interesting, informative economic development webpage is a valuable resource for business looking to expand or relocate. The typical site selection process is more efficient and may take less than half the lead time of just 20 years ago. Site selectors or company vice presidents of real estate start the research of their potential options on the websites of potential candidate cities. Fort Lauderdale is the globally recognized name across Broward County and is the likely starting point for potential interests coming to the city or county. The ED webpages on the City's website need to provide the information these real estate/business professionals require to make data-driven decisions and to make an impact with those business connections.

ECI selected Localintel, to build a webpage reflecting the business climate of Fort Lauderdale and effectively capture the interest of business leaders from around the world. Localintel has rebuilt ECI's webpages using a unique catalog of marketing tools being used by the economic development practitioners in over 60 communities across the United States, Canada, and Australia, including: Seattle, New Orleans, Indianapolis, Calgary, and Edmonton.

Localintel has developed a set of economic development marketing tools to effectively enable a community to promote its strengths, provide location intelligence, and support local business growth. These tools present data in an effective and user-friendly manner to suit the needs of the most sophisticated site selector or the entrepreneur looking for the right place to start his or her business. In fact, some of Localintel's analytics are

exactly what the EDAB and City Commission have frequently mentioned in the context of establishing the priority for ECI to be the "Pipeline" for the City's business inquiries.

Localintel was hired in May 2019 for a three-year contract for an initial cost of \$9,000. The first year of service (starting at the date on which the new webpages "Go Live") includes access to the full set of economic development Tools, creation of the webpages, the collection and maintenance of the resident data, and the creation of an independent hosting microsite. Annual renewals of the LocalIntel website for the next two years is \$15,500 per year and includes the website, system and data access, and maintenance.

The new webpage can also be reviewed at: <https://fortlauderdale.ecdev.org/>

### **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 advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We are Prosperous*.

### **Attachment**

Exhibit 1 – ECI Webpages Sample

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