



CITY OF FORT LAUDERDALE

**DRAFT**  
**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**(EDAB)**  
**MEETING MINUTES**  
**CITY OF FORT LAUDERDALE**  
**100 NORTH ANDREWS AVENUE**  
**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, FEBRUARY 14, 2018 – 3:45 P.M.**

<u>Board Member</u>	<u>Attendance</u>	<u>January - December</u>	
		<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	P	1	0
Cary Goldberg, Vice Chair (arr. 3:53)	P	1	0
Steven Buckingham	A	0	1
Keith Costello	P	1	0
Christopher "Kit" Denison	A	0	1
Mick Erlandson	P	1	0
PJ Espinal	A	0	1
Lonnie Maier	P	1	0
David Neal (new)	P	1	0
Dustin Robinson	P	1	0
Jordan Yates (arrived 3:53)	P	1	0

**Staff**

Michael Chen, City Liaison, Economic & Business Development Manager  
Lutecia Florencio, Economic Development Program Aide  
Suzy Joseph, Economic Development Program Aide  
Sarah Hannah-Spurlock, Nighttime Economy Manager  
Jamie Opperee, Recording Secretary, Prototype, Inc.

**Communications to the City Commission**

None

**I. Call to Order & Determination of Quorum**

Chair Crush called the meeting to order at 3:50 p.m. A quorum was present.

**II. Approval of December 13, 2017 Meeting Minutes**

**Motion** made by Ms. Maier, seconded by Mr. Costello, to approve the minutes of the December 13, 2017, meeting. In a voice vote, the motion passed unanimously (6-0).

Introductions went around to welcome new Board Member, David Neal.

### **III. Staff Updates**

- A. See attached trade briefing on Brazil – City Commission welcome of Brazilian Ambassador Adalnio Senna Ganem

Mr. Chen reviewed the charts, noting EDAB is on pace so far this year, and tracking against multiple years. Package includes a press piece on Brazil, City recognizing Brazil as a very important trading partner. A coffee has been scheduled between the Sister Cities representative and Andrew Duffell, to provide introductions to contacts in Brazil.

ECI provided a set of brochures for the upcoming BEAMs classes, three programs series of four classes each and will be run twice a year, which means ECI will do 24 forums a year to teach businesses how to be more successful. Registrations have already begun.

[During discussion it was noted that there was an active high school shooting at Parkland High School.]

Discussion followed regarding building permits as a sign of improvement (or not), multiple rounds of comments between Staff and developers/consultants were not generating third round of comments as planned. Under-staffing of certain departments was cited as one factor; some new staff members have been hired, but the learning curve is under way; reviewers are working double overtime, suggested not pushing too hard in the meantime. Development/tourism/marine are the three legs of the stool of Ft. Lauderdale's economic picture. Staff is training on new software; however, current system does not allow reviewers to share plans and review at once. Chair Crush's assessment was that the problem with hiring more plans reviewers is not budget so much as a lack of available qualified/licensed staff, also complicated by a lower pay scale for the positions. Discussion followed for Mr. Neal's benefit on how the workload is currently handled.

Sarah Hannah-Spurlock, Nighttime Economy Manager, was introduced and explained her position, a concept that started in Amsterdam/Europe, as a recognition that a significant part of the economy occurs after 5:00 p.m. and on weekends. Rather than reactively addressing the needs of this extended time frame, the position was created to be more proactive with initiatives. Ft. Lauderdale is one of the few cities in the world that has this position, and the only city in the world that has a team including a police lieutenant and three officers, PSA, code-compliance officer, parks foremen, municipal maintenance workers, and a fire captain. Permitted special events now go through the Nighttime Economy Manager's office.

### **IV. Presentations**

A. Ken Krasnow – Executive Managing Director & Market Leader – Market Overview for Fort Lauderdale Q4 2017 and Outlook for 2018 – Colliers International South Florida

Ken Krasnow stated Colliers International of South Florida has been working with Ft. Lauderdale as a quasi-real estate department for the City, helping with strategic planning, dispositions, highest and best use, etc. Every quarter an update on the market is given to Staff. A PowerPoint presentation was given (see attached), mirroring what is used when talking to investors/tenants/occupants interested in assets in the City.

Discussion covered new development in the market; comparability to Miami office market (\$60 per sq. ft. Miami, \$55 per sq. ft. Ft. Lauderdale); testing demands with regional market flights from the north, suburban areas, and new-to-market are real; effect of new tax plans on flight from northern states. Drivers also discussed were tech industries, hospitality markets, tourism, cruise ships, world-class airports. Not necessarily a migration from Miami, but people are understanding that there's more to South Florida than just Miami. Discussion touched on miscellaneous points such as shortages of skilled construction workers; shortages of dependable line cooks; awareness of and designing for sea level rise/storm surges; secondary insurance costs; global financial crises; distant future of the area.

Mr. Krasnow summarized that Ft. Lauderdale is in “the 8<sup>th</sup> inning of the first game of a double header”; has come a long way, and still has a long way to go. Mr. Chen commented on an earlier statement, affirming that there have been three corporate relocations on QTI going through the City Commission already this year.

**V. Old Business – None**

**VI. New Business**

Possible items for next Agenda: Affordable Housing Study (140% of median income). New businesses (Del Frisco's, Zuma, Brightline facility, the Progreso area).

Next meeting is scheduled for Wednesday, March 14, 2018.

Upon motion duly made and seconded, the meeting was adjourned at 5:00 p.m.

Attachments:

Trade Briefing on Brazil

Market Overview for Fort Lauderdale

[Minutes prepared by M. Moore, Prototype, Inc.]



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**8<sup>TH</sup> FLOOR CONFERENCE ROOM**  
**WEDNESDAY, MARCH 14, 2018 – 3:45 P.M.**

**January-December**

<b><u>Board Member</u></b>	<b><u>Attendance</u></b>	<b><u>Present</u></b>	<b><u>Absent</u></b>
Jason Crush, Chair	A	1	1
Cary Goldberg, Vice Chair	A	1	1
Steven Buckingham	P	1	1
Keith Costello	A	1	1
Christopher “Kit” Denison	A	0	2
Mick Erlandson	P	2	0
PJ Espinal	A	0	2
Lonnie Maier	A	1	1
David Neal	A	1	1
Dustin Robinson	A	1	1
Jordan Yates	P	2	0

**Staff**

Michael Chen, City Liaison, Economic & Business Development Manager  
Suzy Joseph, Economic Development Program Aide  
Rufus James, Airport Manager, Fort Lauderdale Executive Airport  
Carlton Harrison, Fort Lauderdale Executive Airport  
Karen Reese, Business Outreach and FTZ Administrator  
Jamie Opperee, Recording Secretary, Prototype, Inc.

**Communications to the City Commission**

None.

**I. Call to Order & Determination of Quorum**

The meeting was called to order at 4:00 p.m. It was noted a quorum was not present.

**II. Approval of February 14, 2018 Meeting Minutes**

In the absence of a quorum, minutes could not be approved at this time.

**III. Staff Updates**

Mr. Chen advised that the Board members received monthly tracking documents for building permits. The second series of Business Engagement Assistance and Mentorships (BEAMs) classes began the previous week. Board members are welcome to attend these classes.

Mr. Chen continued that budget discussions have begun at the City level. He explained that he communicates the Board's priorities to the City Commission, using strategies that would further initiatives and provide ways to implement them. Strategies that were not addressed in a previous year typically require budget modifications. These priorities and strategies will be discussed in greater depth at the April 2018 meeting.

#### **IV. Presentations**

##### **a. Marianne Winfield, Executive Director of Fort Lauderdale Sister Cities – Brief update of the organization**

Marianne Winfield, Executive Director of Fort Lauderdale Sister Cities, stated that the Fort Lauderdale Executive Airport (FXE), which is also presenting today, is an important aspect of how Fort Lauderdale's sister cities view the City. There has been significant collaboration between the City Commission and Sister Cities, which allows representatives of the sister cities to hear that Fort Lauderdale is knowledgeable about them.

Ms. Winfield continued that since October 2016, she has worked with sister city Mar del Plata, Argentina, regarding a medical records company that was interested in entering the U.S. market through Fort Lauderdale. More recently, Mr. Chen has introduced the company to Florida Atlantic University (FAU), where there may be an opportunity for expansion into the university's research park.

Fort Lauderdale has 18 sister cities in nations including Costa Rica, Turkey, Colombia, and Brazil. Because the City has a memorandum of understanding (MOU) with some of these nations, such as Costa Rica, they have an opportunity to introduce local companies and bring companies from other countries to Fort Lauderdale. The program emphasizes that Fort Lauderdale is open for business.

Mr. Buckingham asked if there have been opportunities for Fort Lauderdale companies to establish a presence in any of its sister cities. Ms. Winfield replied that the program has worked on several of these opportunities, including some within the marine industry, as many sister cities also have ports.

Mr. Erlandson requested additional information on how cities become sister cities. Ms. Winfield advised that the cities determine if they have similarities, such as universities or marine industries. They assemble teams in Fort Lauderdale to work with corresponding teams in prospective sister cities. Once an agreement is reached, documentation is

signed by the Mayor and participants work to keep this proclamation active. A country's human rights record is an important part of this consideration. The Greater Fort Lauderdale Sister Cities program has received a U.S. Citizen Diplomacy Award from the State Department.

Mr. Yates asked what the Board should communicate to businesses about the benefits of the Sister Cities program. Ms. Winfield replied that while many perceive Sister Cities as a humanitarian or cultural organization, it also focuses on economic development by working with community leaders. The program has the support of the City in addition to individual business commitments.

Mr. Yates also requested additional information on how MOUs affect prospects for economic development in nations with sister cities. Ms. Winfield recalled a recent trade mission from Broward County to Costa Rica, stating that a representative of the Sister Cities program extended introductions for other cities interested in doing business in Costa Rica. The goal is to create a network for participating cities through Greater Fort Lauderdale Sister Cities.

**b. Rufus James, Airport Manager, and Karen Reese, Business Outreach and FTZ Administrator – Fort Lauderdale Executive Airport update**

Mr. Chen recalled that FXE presents to the Board every 18 to 24 months to keep them apprised of ongoing events. FXE is a major economic engine within the City as well as the region.

Business Outreach and Foreign Trade Zone (FTZ) Administrator Karen Reese distributed information packets to the members regarding an upcoming Safety Expo at FXE, which will feature women in aviation.

FXE Airport Manager Rufus James showed a PowerPoint presentation on the Airport, stating that its mission is to attract businesses to the area and help them prosper within the community. FXE is the fifth-busiest general aviation airport in the nation, with the busiest U.S. Customs clearing facility. It is home to four fixed-base operators, as well as an on-site airport rescue and firefighting unit. Air traffic control towers are in operation on a 24-hour basis. A Downtown heli-stop is located on SE 2<sup>nd</sup> Street.

Mr. James continued that general aviation supports 64,000 jobs in the state of Florida, with an economic impact of roughly \$7.7 billion. FXE has an economic impact of approximately \$1 billion. The airport generates 5000 jobs and accommodates more than 6% of the nation's general aviation fleet. FXE is the number-one general aviation airport in Florida.

FXE works to ensure its services and amenities are well-maintained, with ongoing runway and taxiway pavement rehabilitation projects. Over the past year, operations have increased by 12% with 179,000 landings and takeoffs. The Customs clearing

facility has increased its output by 3.1% with approximately 50,000 passengers and over 12,000 aircraft. The facility also accommodates boaters who need to clear Customs. The Downtown heli-stop averages three to five operations per day and 1200 per year.

Airport projects include events such as the upcoming Safety Expo. Projects found in the Master Plan include taxiway and intersection pavement rehabilitation, which will include the installation of LED lighting. Other accomplishments include Customs and automated passport control kiosks. Of the 4000 passengers who cleared Customs in January 2018, roughly 1800 used these facilities.

The Airport Master Plan forecasts 20 years into the future. Airport tenants typically serve as part of the facility's Technical Advisory Group (TAG), and their needs are incorporated into the document. The Master Plan also helps determine how much financing is necessary. Next steps include preparation of a final report by the consultant, which will be shared with the community at large and sent to the Federal Aviation Administration (FAA) for further review.

A new application called Webtracks has been implemented to show which planes are using the airspace above FXE at any given time. This allows for determination of planes that may be causing very loud noise.

FXE has been able to secure grant funding from both the Florida Department of Transportation (FDOT) and the FAA. Typically, the FAA contributes 90% of grant funding and FDOT provides another 5%, with the Airport itself responsible for the remaining 5%. Since the year 2000, over \$30 million in projects have been realized at FXE, of which the Airport was responsible for only \$3.3 million. This means there was no burden on the Airport's tenants nor to the taxpayers.

Community outreach includes raising approximately \$2000 in donations to the Breast Cancer Foundation through an event for City employees and Airport tenants. A 5K race is planned for a runway in October 2018. The Airport has an internship program, which hopes to bring two additional interns on board the following semester. Aviation Career Days are a partnership with FXE tenants to introduce young people to aviation.

Mr. James recalled that the recent Hurricane Irma was devastating to several Caribbean nations as well as Florida counties on the west coast. FXE experienced 1100 operations while residents were leaving the area. A typical day has 300 to 400 operations. There were no incidents during this time.

Mr. Yates asked if FXE offers entry-level jobs in aviation. Mr. James replied that line service jobs are open to non-college graduates, including refueling, laboratory systems, or customer service. He noted that learning to fly is both expensive and time-consuming, which has resulted in a worldwide shortage of pilots. In response to this,

minimum requirements for flight time have been lowered. Broward College offers several programs related to the aviation industry.

Mr. Buckingham asked for more information on community outreach, particularly to neighborhoods near the Airport that are affected by noise. Mr. James advised that in 2001, FXE reached a maximum operation count of 261,000. Today's operation count is 180,000. Noise calls have decreased from 300 per month to an average of 20 or 30 per month. In 2016, the FAA banned Stage 2 aircraft, which are the loudest aircraft, from the facility. Following Hurricane Irma, relief efforts resulted in a large number of planes entering and exiting the facility, which increased the number of calls. Mr. James concluded that he meets regularly with a nearby homeowners' association to hear their concerns.

#### **V. Old Business**

None.

#### **VI. New Business**

None.

There being no further business to come before the Board at this time, the meeting was adjourned at 5:16 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]

**Economic Development Advisory Board  
FY 2018 (YTD) Building Permit Activity**

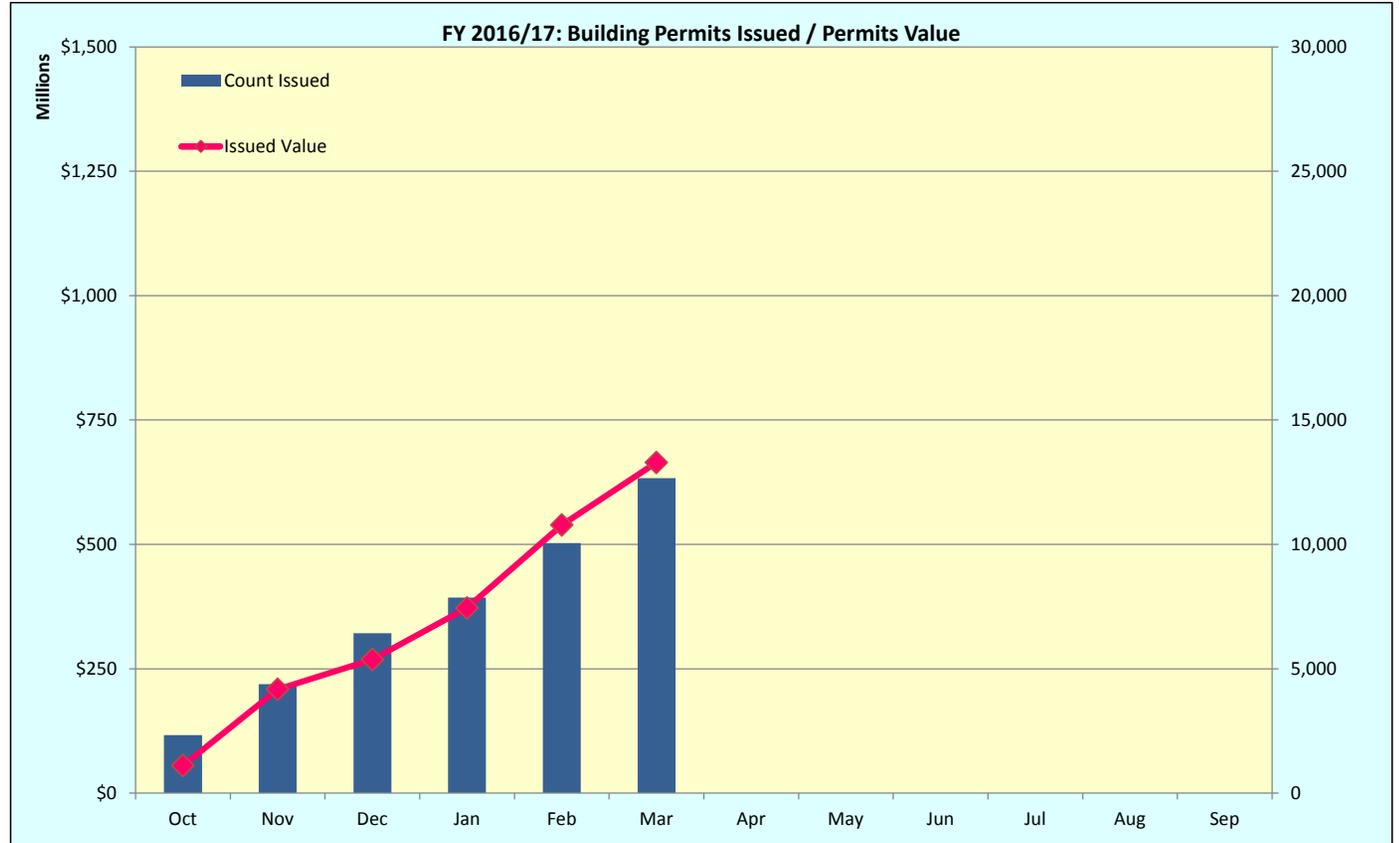
Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Year-To-Date
Count Issued	2,335	2,050	2,043	1,436	2,187	2,610							12,661
Value	\$55,661,618	\$152,958,665	\$59,740,113	\$104,002,784	\$166,456,881	\$125,893,691							\$664,713,752
<b>Cumulative</b>													
Count Issued	2,335	4,385	6,428	7,864	10,051	12,661							
Value	\$55,661,618	\$208,620,283	\$268,360,396	\$372,363,180	\$538,820,061	\$664,713,752							

NOTE: The data that comprise the totals in this summary is constantly being updated. Therefore, these total do not necessarily match the total from the monthly data.

FY 2018 YTD Permits Issued by Trade		
Trade	Issued	Value
Building	5,799	\$408,192,227
Electrical	2794	\$47,199,720.00
Engineering	521	\$2,713,415
Flood	8	\$364,992.00
Landscaping	278	\$1,988,706
Mechanical	1560	\$29,119,225.00
Plumbing	2,386	\$41,900,930
Permit by Affidavit	4	\$141,643,343.00
<b>Grand Total</b>	<b>13,350</b>	<b>\$673,122,558</b>

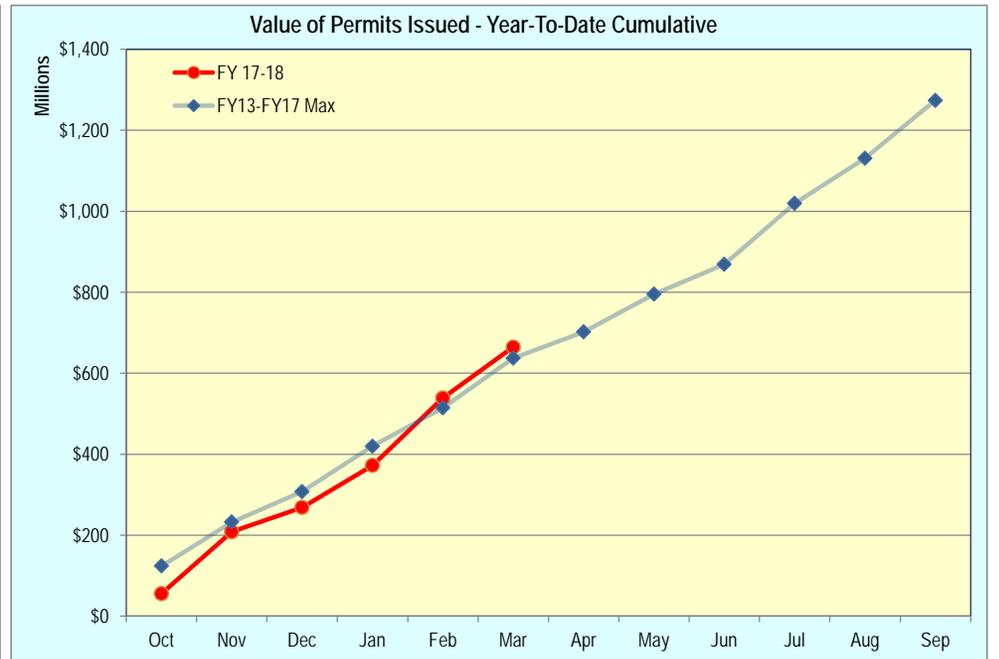
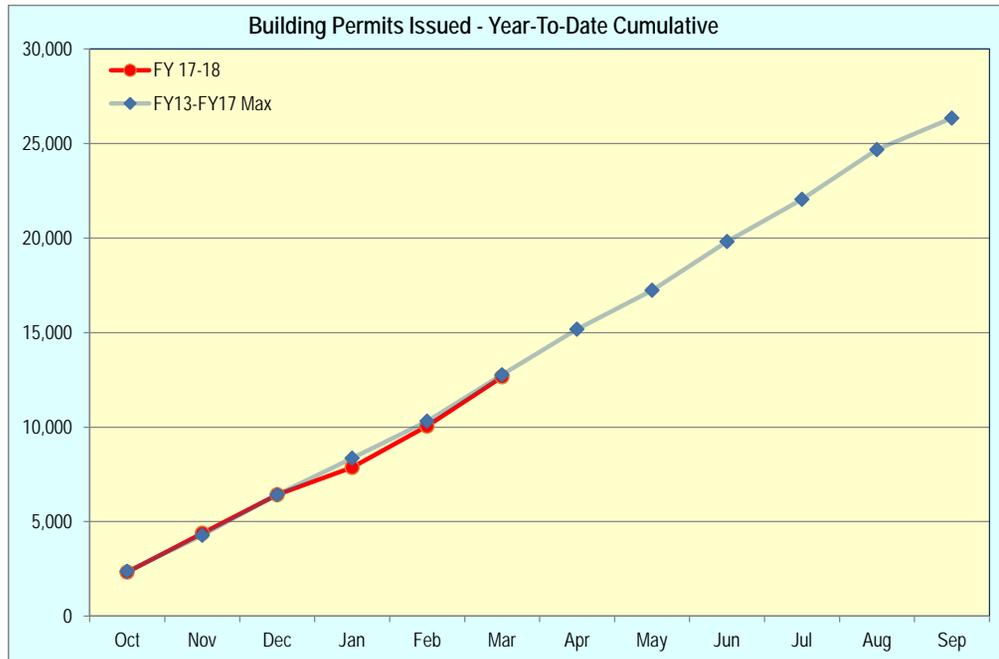
Peak Building Permit Activity: FY05/06  
 Applications: 35,681  
 Permits Issued: 31,870  
 Permit Value: \$1,446,456,647

NOTE: Hurricane Wilma hit in Oct of 2005. This caused an abnormally high volume of permit applications and permits issued.



**Economic Development Advisory Board  
Building Permit Activity - Year To Year Comparison**

Monthly	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
Permits FY 17-18	2,335	2,050	2,043	1,436	2,187	2,610	-	-	-	-	-	-	12,661
Permits FY 16-17	2,029	2,050	2,198	1,933	1,831	2,554	2,074	2,567	2,572	2,244	2,622	1,485	26,159
Permits FY 15-16	2,364	1,913	2,144	1,934	1,895	2,011	2,152	1,979	2,411	2,166	2,684	2,151	25,804
Permits FY 14-15	2,320	1,720	2,165	1,928	2,182	2,454	2,404	1,969	2,359	2,352	2,282	2,207	26,342
Permits FY 13-14	2,158	1,671	1,693	1,886	1,783	2,042	2,078	2,065	2,028	2,222	1,912	2,043	23,581
Permits FY 12-13	2,002	1,736	1,538	1,703	1,835	1,806	2,025	2,176	2,037	2,170	2,106	1,961	23,095
Value FY 17-18	\$55,661,618	\$152,958,665	\$59,740,113	\$104,002,784	\$166,456,881	\$125,893,691	\$0	\$0	\$0	\$0	\$0	\$0	\$664,713,752
Value FY 16-17	\$123,921,353	\$108,563,274	\$75,270,124	\$112,116,500	\$94,746,424	\$122,726,209	\$64,674,735	\$93,242,310	\$74,129,480	\$150,244,475	\$111,698,782	\$142,682,256	\$1,274,015,922
Value FY 15-16	\$67,511,481	\$41,287,431	\$55,726,954	\$51,741,512	\$117,489,505	\$63,955,076	\$60,652,318	\$108,422,328	\$98,494,053	\$95,107,284	\$52,612,981	\$56,908,667	\$869,909,590
Value FY 14-15	\$62,631,335	\$44,325,918	\$66,895,725	\$37,769,253	\$134,708,176	\$53,122,983	\$40,303,422	\$88,610,251	\$104,410,391	\$85,687,521	\$43,890,285	\$58,245,665	\$820,600,925
Value FY 13-14	\$49,569,089	\$57,617,057	\$49,464,796	\$38,609,216	\$80,585,113	\$50,258,813	\$67,893,253	\$69,968,615	\$41,056,018	\$101,347,490	\$77,109,091	\$54,555,381	\$738,033,932
Value FY 12-13	\$64,105,571	\$24,927,111	\$28,391,730	\$33,464,148	\$62,461,815	\$80,183,245	\$103,897,484	\$46,738,678	\$33,723,657	\$76,368,660	\$58,425,186	\$43,935,429	\$656,622,714
<b>Y-T-D Cumulative</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	
Permits FY 17-18	2,335	4,385	6,428	7,864	10,051	12,661							
Permits FY 16-17	2,029	4,079	6,277	8,210	10,041	12,595	14,669	17,236	19,808	22,052	24,674	26,159	
Permits FY 15-16	2,364	4,277	6,421	8,355	10,250	12,261	14,413	16,392	18,803	20,969	23,653	25,804	
Permits FY 14-15	2,320	4,040	6,205	8,133	10,315	12,769	15,173	17,142	19,501	21,853	24,135	26,342	
Permits FY 13-14	2,158	3,829	5,522	7,408	9,191	11,233	13,311	15,376	17,404	19,626	21,538	23,581	
Permits FY 12-13	2,002	3,738	5,276	6,979	8,814	10,620	12,645	14,821	16,858	19,028	21,134	23,095	
<b>FY13-FY17 Max</b>	<b>2,364</b>	<b>4,277</b>	<b>6,421</b>	<b>8,355</b>	<b>10,315</b>	<b>12,769</b>	<b>15,173</b>	<b>17,236</b>	<b>19,808</b>	<b>22,052</b>	<b>24,674</b>	<b>26,342</b>	
Value FY 17-18	\$55,661,618	\$208,620,283	\$268,360,396	\$372,363,180	\$538,820,061	\$664,713,752							
Value FY 16-17	\$123,921,353	\$232,484,627	\$307,754,751	\$419,871,251	\$514,617,675	\$637,343,884	\$702,018,619	\$795,260,929	\$869,390,409	\$1,019,634,884	\$1,131,333,666	\$1,274,015,922	
Value FY 15-16	\$67,511,481	\$108,798,912	\$164,525,866	\$216,267,378	\$333,756,883	\$397,711,959	\$458,364,277	\$566,786,605	\$665,280,658	\$760,387,942	\$813,000,923	\$869,909,590	
Value FY 14-15	\$62,631,335	\$106,957,253	\$173,852,978	\$211,622,231	\$346,330,407	\$399,453,390	\$439,756,812	\$528,367,063	\$632,777,454	\$718,464,975	\$762,355,260	\$820,600,925	
Value FY 13-14	\$49,569,089	\$107,186,146	\$156,650,942	\$195,260,158	\$275,845,271	\$326,104,084	\$393,997,337	\$463,965,952	\$505,021,970	\$606,369,460	\$683,478,551	\$738,033,932	
Value FY 12-13	\$64,105,571	\$89,032,682	\$117,424,412	\$150,888,560	\$213,350,375	\$293,533,620	\$397,431,104	\$444,169,782	\$477,893,439	\$554,262,099	\$612,687,285	\$656,622,714	
<b>FY13-FY17 Max</b>	<b>\$123,921,353</b>	<b>\$232,484,627</b>	<b>\$307,754,751</b>	<b>\$419,871,251</b>	<b>\$514,617,675</b>	<b>\$637,343,884</b>	<b>\$702,018,619</b>	<b>\$795,260,929</b>	<b>\$869,390,409</b>	<b>\$1,019,634,884</b>	<b>\$1,131,333,666</b>	<b>\$1,274,015,922</b>	



NOTE: For the purpose of comparison, each value represented for FY13 through FY17 is the highest monthly value recorded for any given year during the period.

# ECI BUSINESS PIPELINE

Month: March 2018

Industry/Organization		Subject(s) Discussed
1	Food Manufacture/Distributor	Discussed their interest in consolidating and expanding their operation in the city
2	Aerospace	Discussed plans to develop a training facility - a new facet to our existing industry cluster
3	Turkish Consulate	Informed them of business activities and opportunities
4	Consul General of Mexico with Mayor Trantalis	Informed them of business activities and opportunities
5	Downtown Development Authority	Update on ECI/DDA activities
6	AERO Partners	Discussed entrepreneurship programs and activities of each partner
7	Real Estate Investment Firm	Discussed local market trends and their criteria for real estate investments
8	Hotel Franchise Company	They are exploring local business/development trends to determine if there is sufficient demand for additional hotel development
9	Broward College	Discussed BC interest and criteria for becoming a BEAMs collaborative partner (2 Discussions)
10	Financial/Investor Firm	Discuss their investment criteria and explored potential P3 opportunities
11	Canadian Trade Mission	Presentation on construction opportunities
12	Investor Conference	Presentation on multi-family real estate investment opportunities
13	US Small Business Administration	Discussed SBA interest in becoming a BEAMs collaborative partner - approval of the SBA agreement will be on the May 1 Commission agenda