



WE ARE PROSPEROUS

We are a subtropical City, an urban laboratory for education and business.

In 2035, our vibrant and diverse economy transcends our famous sunny climate. The exceptional elements of Fort Lauderdale, including our prime coastal location, world-ranked seaport and airport, seamless transportation network within the City and to the region, attractive and busy pedestrian-friendly corridors, competitive office space availability, unique neighborhoods and shops, plentiful parks and open spaces, and refined arts and culture, all translate to a special quality of life that makes us one of the **most attractive cities in the Americas to invest in, work in, and live in**. **Businesses leverage the accessibility and talent pool of Fort Lauderdale to achieve superior success**. Our economy is bolstered by the force multiplier that is an excellent public, private, and community education system directly linked to current and future **targeted industries**.

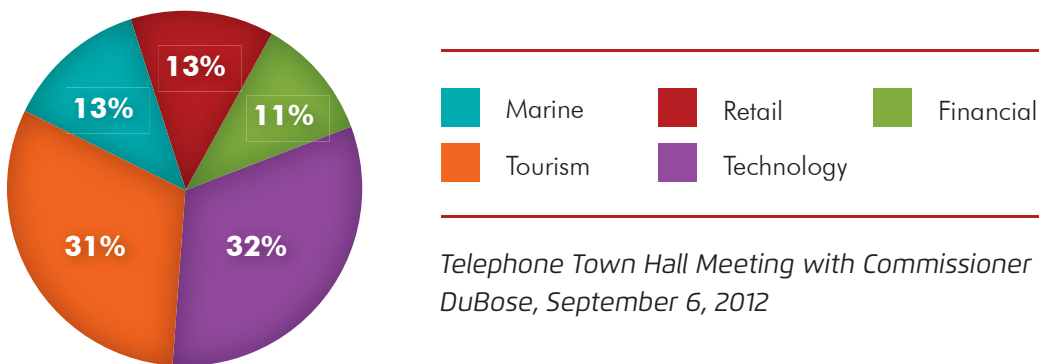
The economy in Fort Lauderdale has a true brand. A strong, diversified economic base coupled with excellent business and education centers allows Fort Lauderdale to capitalize on economic upswings and shield itself from cyclical nationwide downturns. Business in the City is relevant and current due to efforts in 2013 to **retain strong companies** and to **target emerging industries that are compatible** with our sectors. The City offers a **diverse range of incentives** that attract businesses and entrepreneurs who create quality, well-paying jobs. Our real estate remains competitive yet flexible enough to balance the needs of industry with our community's **sense of place**. Driving this growth is a strong and dynamic economic development team that steers and **effectively communicates** Fort Lauderdale's assets and investment options worldwide. This all-star group is a prosperous partnership made up of the City's biggest advocates, including our elected officials, our Chamber and Alliance, and our professional public sector, all of whom are adept at facilitating private decision-making. Fort Lauderdale's planning and regulatory agencies understand business needs and are skilled, innovative, and provide a stable environment to attract global companies. Development procedures are predictable, efficient and customer driven, encouraging the legitimate involvement of all key stakeholders in the process. This prosperity strategy is effectively coordinated with the City's long-term business, education, and transportation plans.

We are still the **Yachting Capital of the World**, forever home of the **Fort Lauderdale International Boat Show**, ensuring that boats, yachts, mega yachts and super yachts have ample dockage, world class amenities, and can safely navigate the sufficiently dredged Intra-coastal and New River waterways. An effective Marine Industry Strategy has led to massive private investment, public-private partnerships, and a true maximization of vacant and City-owned land. The Marine Industry, in particular, has successfully adapted its infrastructure to rising water levels, making us an international model of resiliency.

Cities are most powerful when they are small business incubators. There are 300,000 small businesses in Fort Lauderdale - there are opportunities for entrepreneurs.”- Big Ideas Event, 2012

Tourism continues to be a mainstay of our **diverse economy**, but Fort Lauderdale’s vacation-land experience has moved far beyond the beaches to the rest of the City. Tourists spend days with us before beginning their cruise to the Caribbean. They now travel easily to and throughout Fort Lauderdale and South Florida due to the **iconic passenger train station** that rivals Grand Central and Union Station. Visitors mix with locals and enjoy the **Wave** streetcar as they travel back and forth from the beach to downtown and to destination neighborhoods. They are spending days and evenings walking, biking, dining, shopping, boating, **enjoying live music**, shows, and art with local residents along the naturally stunning **Riverwalk**.

What type of future economic development do you think the City would benefit from?



“Prosperity equals hope – attainable to all people in our community.” - Big Ideas Event, 2012



The City is fortunate to neighbor **Port Everglades**, one of the busiest ports in the world. **We are home to numerous professional headquarters of major port trading partners, cruise lines, and businesses specializing in international commerce.** Fort Lauderdale's outstanding business climate makes us the perfect location for this dynamic mix of industry leaders, while our exceptional quality of life makes our City an even better place for their families and children to call home.

“Create a city of cultural, economic, educational and neighborhood excellence.” - Meetings-In-A-Box, 2012

The **Fort Lauderdale-Hollywood International Airport**, prime for tourists, makes business travel easy for residents needing to connect to major U.S. and international cities and still be home in time to tuck the kids in. With reasonably priced housing in safe neighborhoods, excellent schools, and endless outdoor living activities, Fort Lauderdale is consistently **ranked as one of the top cities nationally to live and raise a family.** We have come a long way since 2012, when only 49% of residents favorably rated Fort Lauderdale as a place to raise and educate children. We were facing a perception within the residential and business communities that schools were not up to par, but the Visioning effort brought renewed attention to the importance of **education as a critical springboard to a prosperous economy.** The perception and reality of Fort Lauderdale schools now match – they produce responsible, well-educated, and humanitarian adults that can provide for themselves, their families, and give back to the community that **they choose never to leave**, to the delight of grandparents throughout our City! Fort Lauderdale Executive Airport remains one of the busiest General Aviation Airports in the state. The airport is now home to a unique aviation and technical charter school and is surrounded by a bustling uptown business district, easily connected to downtown and the surrounding region.



We fought hard and fought smart to elevate our education system, now known for local, regional, and international excellence. Today, students from all walks of life look forward to an enriching and dynamic school experience. The 2035 classroom is the community, and it is virtual. Parents have a variety of acceptable public and private school options that uniquely develop each child in a way that prepares them for the economic diversification and advances of the day, and for those to come. Our major economic sectors hire first from our own graduating classes, full of the next generation of leading talent. A flourishing partnership between educational institutions and the business community has **reverse-engineered the talents, skills, and connections needed to build a leading edge workforce, and our mentorship program is nationally recognized**. It is unbelievable, but each child has a local community mentor vested in their educational and professional development. Juvenile crime is a distant memory, eliminated by education, activities, and mentors.

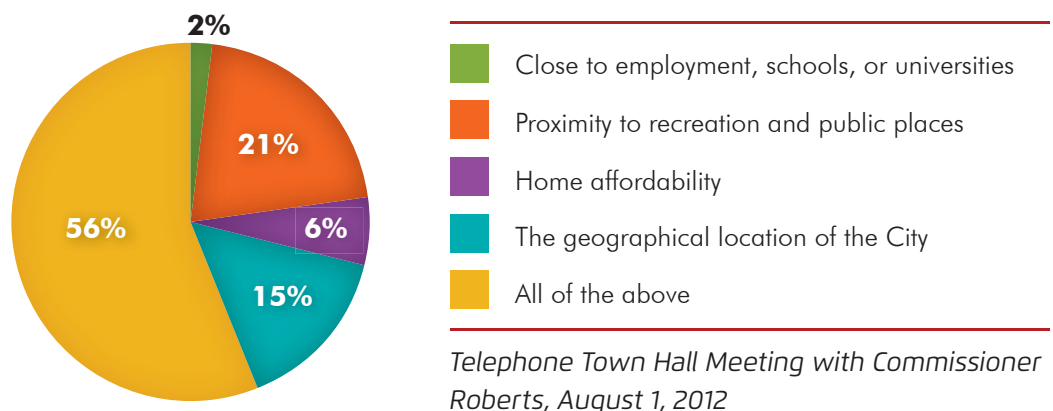
With this increased investment in the development of our homegrown talent supply, our new up-and-coming leaders have shared their creativity, innovation, and progressive thinking to help propel Fort Lauderdale to the forefront of the **technological, sustainable, and health care industries**. Our City is home to a **higher education center** that is anchored by our historic institutions and made more significant by **international college satellites**.

“If Fort Lauderdale really wants to have a world-class school system, then we need to engage with schools, not just send money and hope that teachers will prepare our students for the future. How can the City of Fort Lauderdale encourage owners of local businesses and others to engage with innovative teachers and create internship-mentor opportunities?” - OurVisionFTL.com, 2012

“We are the Sunshine state, so let’s take advantage of it. We should take street lights, park lights, and public building lights and convert them to solar power, with electric backup.” - OurVisionFTL.com, 2012

Technology now unites our education, cultures, languages, and socioeconomic levels. In the early millennium, our community experienced a technological divide, as this fast-growing medium continued to evolve and develop. A major turning point in the community’s relationship with technology occurred shortly after Fort Lauderdale established **citywide Wi-Fi**. This was accomplished by building partnerships with local businesses, Broward County, the School District, and local higher educational institutions, all of whom collaborated to establish a vast network of free Wi-Fi-accessible hot spots throughout our City. Almost overnight, we were all on an even playing field, benefiting from easy access to information and learning. Today, we are an urban laboratory, learning and conducting business anywhere. Students are seen studying live science and logging in at community parks, and our City’s workforce can be seen telecommuting from one of our many City Center plazas with their colleagues in major Asian, European, and South American countries.

What attracts you most to living in Fort Lauderdale?



In addition to being a regional hotbed of technology, Fort Lauderdale has become an international leader in emerging energy industries. We earnestly began to frame both climate change and renewable energy as catalysts for renovation and growth within our City businesses. We stopped viewing these drivers as a cost, and instead, focused on their strategic value to the City by thinking in terms of embedded climate practices and energy productivity. Companies who were innovative and aggressive in pursuing and publicizing new products and services based on **climate adaptations** or **energy technologies** were **offered financial incentives**. What was once a threat to our survival has become a real-world, living science lab and school classroom. The advancements our leading environmental industries have achieved over the years have helped other coastal communities across the world successfully adapt to rising sea levels and other climate change threats. Additionally, our solar asset has pushed the City forward as a leader in green technologies. We have built on the success of the LEED-certified buildings of 2012, and our technologies have evolved and expanded throughout businesses and neighborhoods, many of which are now completely **off the grid** and fully sustaining themselves using this stable, **renewable, and natural resource**.

***“Preserve our natural assets while incorporating business to complement ‘the ultimate destination to work, play, and live.’”
- Open House, 2011***

Fort Lauderdale has become a **health care oasis**; a nationally recognized fully accessible epicenter that provides needed medical services and creates jobs. In 2012, three out of ten residents had below-average satisfaction with the availability of affordable, preventative health care. This, along with the projection of fewer and fewer general practitioners, forced the community to provide incentives to maintain this essential industry. Today, in 2035, there are clinics in every school, and many of the area’s leading medical centers are teaching hospitals where people come from all over the world to learn and be healed. Furthermore, due to the advances in quality public transit, our streets are safer, our accidents have greatly diminished, and our first responders are able to almost instantly arrive on-scene to deliver emergency medical services and transport patients to nearby hospitals.

Fort Lauderdale is an outstanding place to bring your business and your ideas. You will succeed and relish in being part of our community. Our employment sectors thrive, thanks to massive customer demand and an endless talent supply. Our residents enjoy superior employment options and a rewarding quality of life, all in a City you never have to leave or want to leave. Business and education go seamlessly hand-in-hand in this walkable community where we no longer spend part of our day battling traffic, but instead, have more time and energy to give and to enjoy. *We are prosperous and we are united.*





» IMAGINE 2035

*"The Vision Plan needs to address the uniqueness of Fort Lauderdale as a tropical metropolis."
- Stakeholder Interviews, 2011*

We hold hands as we stroll to my youngest child's first day of school, passing by the **downtown City Zoo** to offer a quick nibble to the row of parrots. We nod hello to the many others walking with us, and as we arrive at our destination, we are both a little anxious and a lot excited for the adventure that lies ahead. As I hand over my heart along with my child, I recognize how fortunate I am for this little neighborhood school. I pick up a coffee and head to one of the many **incubator office sites** scattered throughout the City. I chat with a few friends, then get to work putting the finishing touches on what I feel is a masterpiece of sustainable building design. I then spend a half-hour developing a mathematical problem for my eighth grader's class

curriculum, this time challenging the students to create dimensions for a **rooftop garden**. I meet my wife for lunch in the **Las Olas Financial District** (where she puts together global deals that even I don't understand) then run to meet my relatives who are arriving by shuttle from the airport to spend a week with us (we seem to have so many visitors these days). We take the trolley home and spend a couple of hours catching up. Then, it's off to pick up the kids and spend a fun-filled afternoon with family enjoying the **Riverwalk's attractions and shopping**. After a delightful gourmet dinner prepared by a local chef, we head home, tired, happy and blessed to live, work and play in such a magnificent City. We are Fort Lauderdale.