



CITY OF FORT LAUDERDALE

APPROVED  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)  
MEETING MINUTES  
CITY OF FORT LAUDERDALE  
100 NORTH ANDREWS AVENUE  
8<sup>TH</sup> FLOOR CONFERENCE ROOM  
WEDNESDAY, MAY 9, 2018 – 3:45 P.M.

**January-December**

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	P	3	1
Cary Goldberg, Vice Chair	P	2	2
Steven Buckingham	P	3	1
Keith Costello	P	2	2
Christopher “Kit” Denison	A	0	4
Mick Erlandson	P	4	0
PJ Espinal	A	1	3
Lonnie Maier	P	3	1
David Neal	A	1	3
Dustin Robinson	A	2	2
Jordan Yates	P	4	0

**Staff**

Michael Chen, City Liaison, Economic and Business Development Manager  
Alfred Battle, Deputy Director, Department of Sustainable Development  
Lutecia Florencio, Economic Development Program Aide  
Jamie Opperlee, 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 3:52 p.m. It was noted a quorum was present.

**II. Approval of April 11, 2018 Meeting Minutes**

**Motion** made by Mr. Buckingham, seconded by Ms. Maier, to approve.

A correction was noted on p.1, Item II: amend to “Ms. Maier.”

In a voice vote, the **motion** passed unanimously [as amended].

Chair Crush advised that Mr. Chen has met with the newly elected Mayor to discuss the Economic Development Department, as well as the possibility of the Economic Development Advisory Board (EDAB) taking on a broader role in helping to encourage new economic interests in the City. The Chair also hopes to meet with the Mayor to seek further direction.

### **III. Staff Updates**

Mr. Chen cautioned that according to City policy, advisory body members who miss three meetings are automatically terminated from that entity; however, policy also allows terminated members to request reinstatement.

Mr. Chen distributed a spreadsheet reflecting his recent economic development-related activities to the members. These activities include meeting with the Greater Fort Lauderdale Alliance to initiate an Economic and Community Investment (ECI) application for the consolidation and expansion of business in Fort Lauderdale. He estimated that there may be two other qualified target industry (QTI) applications addressed during his recent activity.

Ms. Maier requested additional information on Smart Cities. Mr. Chen explained that this concept involves use of evolving technologies to improve conditions and quality of life in a city environment. The Smart Cities Task Force identifies which City Departments are attempting to pursue initiatives that will result in infrastructure improvements so these Departments can collaborate. This is an internal initiative. Mr. Chen was not aware of whether or not these meetings are open to the general public.

Mr. Chen continued that there may be ways in which the Board can help to encourage new companies to come to Fort Lauderdale. He noted, however, that QTI companies are protected under privilege of confidentiality, and the City may not disclose this protected information. As there is more direction and support for economic development activity, the opportunities for the Board to act as a resource will increase.

Mr. Chen noted that the City is updating its Comprehensive Plan, which is done on a 10-year cycle. The current update will include a section on economic development, with specific information on the role this Department may play in the City's future. He has also participated in discussions regarding affordable housing, which may have an economic development aspect. Public meetings to discuss the Comprehensive Plan are ongoing. The update is expected to be complete by the year 2020.

Mr. Chen advised that the Comprehensive Plan can also be used as a tool to provide direction and a time frame for specific City accomplishments. Chair Crush suggested that a representative of the Department of Sustainable Development be invited to address the Board regarding the update process at an upcoming meeting.

Mr. Erlandson suggested that the Board members could serve as business ambassadors to companies that are considering relocation to Fort Lauderdale. Mr. Chen added that the Board may also be able to provide direction regarding conferences and industry meetings the City might attend in order to develop leads outside the specific site selection process.

Mr. Chen emphasized that all economic development activity must tie into the goals and priorities established as part of the economic development pipeline, and noted that the Greater Fort Lauderdale Alliance has done a good job addressing these goals. He advised, however, that he cannot bring a representative of another private business into City issues unless the company has specifically indicated that they want this inclusion. This is due in part to the confidentiality agreements referred to earlier, which act as shelter from the Florida Sunshine Law. Mr. Chen concluded that if he recognized an opportunity in which Board members could act as assets, he would try to facilitate this type of meeting.

#### IV. Presentations

- **EDAB Member presentations / discussions – opportunity to discuss EDAB Member ideas and research into programs and / or activities that might be considered for incorporation into Fort Lauderdale economic development efforts. Steve Buckingham and Jordan Yates have concepts / topics to initiate the discussion**

Mr. Buckingham recalled that the Board held a joint workshop with the City Commission in October 2017, at which they were asked to develop a set of priorities for economic development. The five approved priorities were as follows:

- Message and branding
- Expansion of Business Engagement Assistance and Mentorship (BEAMs) programs
- Incubator/accelerator/pipeline/entrepreneurship programs
- Involvement with Community Redevelopment Agencies (CRAs)
- Explore use of existing City resources to create pipelines for economic development

Mr. Buckingham explained that he has reviewed the branding of other cities for ECI purposes. He distributed a document including branding statements for other local municipalities, pointing out that many of these partner with external entities such as Chambers of Commerce to develop this branding; however, his focus was on branding and messaging for ECI. Not all municipalities have branding statements at the city level.

Mr. Buckingham suggested that the Board discuss possible branding slogans among themselves at subsequent meetings, or that they reach out to local partner organizations, such as the Greater Fort Lauderdale Alliance or the Chamber of Commerce, to request their help in branding on a *pro bono* basis. Mr. Chen advised that

while organizations may be interested in developing a brand, it was unlikely they would be willing to do so at no cost. He added that although there are no funds requested for branding in next year's budget, he would introduce this issue at upcoming meetings to emphasize the importance of branding in elevating the business profile of the City.

It was noted that one consistent theme associated with Fort Lauderdale has been "The Venice of America," and pointed out that the marine industry is a major economic driver within the City. The Board discussed the possibility of local businesses joining together to sponsor a reception at the annual Fort Lauderdale International Boat Show. Mr. Chen suggested that the City emphasize its economic activities in support of the marine industry, such as foreign trade zones, which include 19 marinas.

Mr. Yates addressed the pipeline initiative, stating that while it may be premature to adopt a technological approach due to capital needs, the City may be able to begin at a foundational level. He suggested that they begin by developing a business engagement pipeline with the City's channel partners, such as the Alliance and the Chamber, to develop a structural process for interacting with businesses. The pipeline priority would be establishing ECI as the primary business resource within the City and developing a functional relationship with partner agencies.

Mr. Yates continued that one goal could be having the City serve as a point of contact to engage businesses already located within Fort Lauderdale and make them aware of what the City can do for them through various programs. Mr. Chen stated that the Department's budget request includes funding that would place the City into environments that would allow ECI to initiate contact and establish a reputation for having business resources. He cautioned that it can take time to develop this connection.

Ms. Maier requested additional information on the Business First program. Mr. Costello recalled that the Greater Fort Lauderdale Chamber of Commerce reached out to various City businesses to determine if they were experiencing any issues. The businesses were not required to be Chamber members.

Mr. Goldberg asked how many businesses that reach out to the Department first visit the economic development section of the City's website. He suggested that the Board and its members be listed as a resource on the economic development page. Mr. Chen agreed that the City could advertise that it works closely with the EDAB, which represents a diverse cross-section of the City's businesses.

Mr. Yates concluded that his intent was to make it known that the City has a process to deliver solutions such as new business engagement, available resources, and marketing strategies. Mr. Goldberg spoke in favor of emphasizing the importance of the marine industry in Fort Lauderdale, which is one of the major economic drivers in the City.

**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 5:01 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.]

**City Economic Development Department Branding**  
**A quick survey of what other cities are doing (Website Information)**

- West Palm Beach: “Business. Life. Balanced.”
- Tampa: Nothing at city level.
  - The Tampa Hillsborough Economic Development Corporation: “Think Big. We Do.”
- Orlando: Nothing at the City Level
  - Orlando Economic Partnership: “You don’t know the half of it”; “Our home is more than our castle”; “Not just characters, character”
- Jacksonville: No theme at City level—just a mission statement & objectives
  - JAXUSA Partnership---JAXUSA.org: “Bold By Nature”
- City of Miami: Just an Opening Statement and Mission Statement
- City of Miami Beach Community and Economic Dev Dept: nothing!
- City of Hollywood, FL: Nothing
- City of Boca Raton: “Your New HQ for Business and Pleasure”
- City of Chattanooga, TN: “Leading the Innovation Economy”
- City Richmond, VA: “Virginia’s Business Capital”
- City of Raleigh, NC: “R4U” “Raleigh For You”
- City of Seattle, WA: “Connecting Business, Community, and People”; “Connect to Knowledge. Connect to Nature. Connect to the World.”
- City of Hartford, CT: “Hartford Has It”
- City of Hampton, VA: “Our City is So Bright”
- City of Toledo, OH: “It Matters Where You Make It”
- City of Cleveland, OH: “Built By Industry. Inspired By Innovation.”
- City of Phoenix, AZ: “Phoenix is HOT”
- City of Scottsdale, AZ: “Choose Scottsdale”
- City of Calgary, Alberta, CA: “Calgary—Be Part of the Energy”
- City of Boston Economic Development Office: “Boston: Thriving, Healthy, Innovative”
- City of San Jose, CA: “The Capital of Opportunity”

**Economic Development Branding**  
**Ft Lauderdale/Broward County Current/Existing Literature Search:**

- Greater Fort Lauderdale Alliance: “Life. Less Taxing”
- Broward County Office of Economic and Small Business Development (OESBD): Nothing.
- City of Fort Lauderdale Economic & Community Investment Division: “A Tropical Oasis of Opportunity” (from 1 brochure I had in my collection but not noted anywhere else)
  - Currently on the ECI website it reads: “What if your favorite vacation destination was also the best place for your business?”
- Also, as we know, Ft Lauderdale has several other city-wide brand slogans and themes:
  - “The City You Never Want to Leave”
  - “City of Ft Lauderdale- Live, Work, Play”
  - “Fast Forward Fort Lauderdale—Our City, Our Vision 2035”; “Press Play- Fort Lauderdale”

*Venice of the Americas*

Some EDAB ideas for City ECI branding:

“A Beautiful Place to Do Business”

“The Perfect Climate for Your Business”

“Fort Lauderdale Means Business”