BROWARD COUNTY
FLORIDA

Office of Economic Development

Your Gateway to Success

The Office of Economic Development (OED) is the County's policy and implementation vehicle for economic development and is the lead agency for the Broward County Board of County Commissioners. **The OED's mission is to implement a full range of strategies designed to enhance Broward County's economy, resulting in job creation and business expansion, and continually improving the quality of life of our citizens.** These strategies include economic diversification in all sizes of businesses, international trade, corporate services, business attraction and retention, business assistance and economic development partnerships. The OED pursues its mission through policy development, planning coordination, and program implementation roles within the framework of Broward County government.

The economic development goal is to generate and sustain a high performance economy in Broward County by focusing on targeted industries, assisting the growth of existing businesses, maintaining a business-friendly environment, and supported by 13 universities.

Broward County is strategically located in South Florida, making it an ideal place to do business. Its central location provides access to regional and international transportation infrastructure via air, rail, and interstate, with Interstate 95 and the Reagan Turnpike (Florida Turnpike) as the north/south links and Interstate 595 and Interstate 75 as the east/west links.

Broward County is Florida's second largest county in population. Broward is also the fastest growing county in the state and the ninth fastest growing in the nation.

BROWARD COUNTY FACTS - 2004

Created 1915
Charter government in 1975

LAND AREA:

Planning Area:	409.8 sq. mi.
Conservation Area:	787.1 sq. mi.
TOTAL:	1,196.9 sq. mi.
Coastal Length of County:	approx. 25 mi.
Width of County:	approx. 48 mi.
Elevation:	5 - 25 ft. above mean sea level
Canals:	266 linear mi./ 126 navigable
Beaches:	23 miles of beach frontage
Indian Reservations:	2 (165 sq. mi.)

HIGHWAYS:

I-95:	26.5 mi.
I-75:	45.4 mi.
Turnpike:	25.9 mi.
Sawgrass:	21.3 mi
I-595:	13.4 mi.

HOSPITALS:

25

HOSPITAL BEDS:

7,080 - *1 bed per 199 people; national average, 1 per 266*

COUNTY LIBRARIES:

37 (excluding cities)

MAJOR COUNTY PARKS:

15 regional - 15 staffed neighborhood parks, 6 natural area sites

STATE PARKS:

2 state parks (total of 420 acres)

PUBLIC SCHOOLS:

207 - Not including centers or charter schools. 22,578 students enrolled in higher education

TOTAL HOUSING UNITS:

741,043 (2000)

PREVIOUS POPULATION OF COUNTY:

1990 population	**1,255,488**
1980 population	**1,018,257**
1940 population	**39,794**
1915 population	**4,763**

CURRENT POPULATION (2003)

1,698,425 - From the University of Florida, Bureau of Economic and Business Research

POPULATION STATISTICS:

White	70.6%
Black	20.5%
American Indian, Eskimo or Aleut	0.2%
Asian or Pacific Islander	2.3%
Hispanic	16.7%
Other	6.4%

* Percentages do not total 100% because Hispanics may be of any race and are also included in race catagories.

2002 POPULATION:

U.S.	**288,368,698**
FLORIDA	**17,070,167**
TRI-COUNTY	**5,255,805**
Broward	*1,698,425;*
Miami-Dade	*2,345,932;*
Palm Beach	*1,211,448*

The objective of the Office of Economic Development (OED) is to collaborate with state, local, international, and public/private resources to retain, expand, and attract opportunities for Broward County businesses through a proactive effort. The major efforts include:

BUSINESS ATTRACTION, RETENTION & EXPANSION

OED creates a positive atmosphere for attracting, retaining and expanding businesses in Broward County. Working with state and local organizations, OED mobilizes resources and expertise to address and resolve the challenges facing Broward County businesses.

Broward County's core competencies include:

- Modern Infrastructure
- High quality educational opportunities at all levels
- Highly trained workforce
- Diversity
- Outstanding quality of life
- Focusing the attention of agencies

To accomplish these objectives OED focuses on utilizing the resources of the following agencies: Broward County Port Everglades, Broward County Aviation Department, Greater Fort Lauderdale Convention & Visitors Bureau and many other Broward County agencies and organizations.

LOCATION ASSISTANCE

OED assists business entities wishing to expand or relocate their operations or enterprises in and to Broward County. The OED works closely with its public/private partner, the Broward Alliance, in these endeavors. Together, the agencies assist prospects in some of the following areas:

- Site selection
- Workforce development
- Transportation connections
- Expedited permitting process
- Financial assistance

SITE AND PROJECT ASSISTANCE

OED provides individualized support and assistance to businesses located in or locating to Broward County. By promoting partnerships with the Broward Alliance, OED helps businesses take full advantage of all that Broward County has to offer. By providing information on available land and buildings in Broward County, OED is able to tailor information to meet individual and specific needs.

WORKFORCE DEVELOPMENT

Promotes the development of a well-educated and trained workforce through public/private partnerships and collaboration with 13 universities and educational institutions, community organizations and agencies that promote and implement workforce development programs.

TARGETED INDUSTRY INCENTIVE PROGRAMS

OED assists qualified companies relocating or expanding. These programs include:

- Broward County Job Growth/Economic Development Incentive Program
- Broward County Economic Impact Incentive Program
- State and Federal Local Match Incentive Program
- Employment Diversity Training Grant Program

CORPORATE SERVICES

The goal of the Corporate Services initiative is to provide comprehensive and targeted services to businesses and corporate communities based on their needs, requirements, and opportunities. Services include:

INTERGOVERNMENTAL RELATIONS

To facilitate and expedite permitting, code and environmental compliance.

BUSINESS ASSISTANCE

Provides information and referrals to economic development partners and community organizations.

CORPORATE VISITATIONS

OED meets with companies and municipalities to help promote and advance economic growth.

EMPLOYMENT SERVICES

Partnering with companies to determine employers' needs and work-force issues.

TRANSITIONAL SERVICES

Help corporations become active in community service.

RAPID RESPONSE

Coordinate activities related to transition services for dislocated workers.

EMERGENCY PREPAREDNESS

Promote awareness of emergency preparedness services for business and industry.

INTERNATIONAL TRADE

The international trade strategy establishes a framework for Broward County to assist those firms using a comprehensive approach.

The objective of the international trade strategy is to expand businesses and create jobs in Broward County through the support and promotion of tourism and trade, by increasing exports and encouraging direct foreign investments. Some of OED's initiatives include:

- Promoting tourism, ecotourism, the great quality of life and the advantages of visiting, living, and investing in Broward County
- Expanding the base of Broward manufacturing and service providers involved in direct export/import sales through utilizing foreign distribution networks
- Supporting the efforts of Broward firms to increase market share in foreign markets and capitalize their export/import potential
- Developing import/export promotional synergies utilizing partnerships with county, state and nationwide networks of economic development organizations and international finance agencies
- Supporting the efforts of Broward companies and organizations in the formation of a global technology hub that will increase capital investments and develop the workforce to spur economic growth

Broward County's international trade activity is framed by its geographical position to the Caribbean, Latin America and Africa. It is also strengthened by the County's diverse population demographics. Trade opportunities also exist in other established markets such as Europe and Asia. The growing web of international relationships within the public and private sectors in Broward County also create new opportunities for attracting overseas investment in production and distribution facilities in the County.

The County's international business relationships comprise three interrelated categories: two-way trade (mainly through air and sea ports); investment (mainly private sector); and tourism (Convention & Visitors Bureau). In certain international markets, one or more of these categories will predominate in terms of opportunities.

COMMERCIAL/INDUSTRIAL DEVELOPMENT

The Office of Economic Development is focused in the following areas:

INDUSTRY TARGETED CLUSTER DEVELOPMENT

Bring external resources to foster the development of companies and industries serving identical or similar market segments.

BUSINESS PARKS AND INCUBATORS

Provide substantial assistance to developers wishing to establish business parks and incubators thereby creating major employment hubs.

TOWN CENTERS

Assist municipalities with preparation of proposals for the selection of developers and in completing market feasibility analysis to determine the most appropriate mix of uses for a specific center.

SHOPPING CENTERS

Provide assistance to municipalities and local businesses in revitalizing shopping centers to create useful and aesthetically pleasing and commercially viable business centers serving area residents.

COMMERCIAL CORRIDOR REVITALIZATION

Provide assistance to entire square blocks of commercial enterprises that require major revitalization efforts with the outcome of enhanced economic conditions for the commercial establishments and surrounding residents.

SMALL BUSINESS DEVELOPMENT

Broward County is a diverse community, with tremendous resources and the capacity to provide a wide variety fo products and services. Measures must be taken to address the concerns of the small, minority, and women-owned business community, to increase the viability of Broward County's industrial and service infrastructure, and to ensure that expenditures of County resources benefit the broadest range of socioeconomic strata possible.

Small Business Development serves as the County's liaison to the small, minority, and women-owned business communities. This function includes implementation of the County's Small Business Enterprise Programs. These programs are designed to ensure that small, minority, and women-owned businesses receive their fair share of County contracts.

Small Business Development promotes the growth of the Broward County small business sector by:

- Providing retention and expansion programs and services
- Promoting access by small firms to contracts for goods and services
- Acting as the primary point of information for all resources currently available for development of small businesses, including data gathering, inventory, and cataloging activities
- Conducting compliance and evaluation reviews of those County agencies charged with the responsibility for implementation of the small business goal program
- Conducting the County's business certification programs and
- Conducting business and user agency needs assessments and surveys

For more information on Small Business Services and procurement opportunities, contact the County's Small Business Development Division at 954-357-6400.

Board of County Commissioners

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