



Town Council Agenda Report

SUBJECT: Resolution

CONTACT PERSON/NUMBER: Margaret Wu, 797-2087

TITLE OF AGENDA ITEM: A resolution of the Town of Davie, Florida, authorizing the payment of \$14,848 to the Broward Alliance for economic development assistance.

REPORT IN BRIEF: See attachment

TITLE OF AGENDA ITEM: A resolution of the Town of Davie, Florida, authorizing the payment of \$14,848 to the Broward Alliance for economic development assistance.

REPORT IN BRIEF: For the past year the Broward Alliance has followed through with their commitment to assist the Town of Davie at each opportunity presented to them. It is my opinion that the Broward Alliance provided services of enough value to recommend approval for the membership investment of \$14,848. Listed below are some of the ways in which they have provided assistance to the Town.

- 1) Since the Broward Alliance's budget is much larger than the Town's Office of Economic Development, they are able to participate in trade missions throughout the United States to promote and market Broward County and distribute other literature provided to them by local municipalities. On several occasions, the Broward Alliance has made an effort to distribute the Town's literature. Several of the trade shows that Broward Alliance were able to attend in 1999 were: the Medical Design & Manufacturing Trade Show - NY - May, 1999, National Design & Engineering Show - Chicago - March, 1999, and the Medical Design & Manufacturing Trade Show West - CA - January, 1999.
- 2) The Broward Alliance provides the Town the ability to promote their development in their newsletter which is mailed out to all Alliance members in addition to being published in the South Florida Business Journal. The Town will be highlighted in their April issue.
- 3) The Broward Alliance issues film permits for anyone interested in shooting a commercial or film in Broward County. Because of the Town's many parks and open spaces, there are a number of commercial and still shots taken throughout the community each year. Whenever a film scout is looking for a site, they usually contact the Broward Alliance first. Once the Alliance knows exactly what they need then the Town is contacted. If the Town has a possible match for a site/location similar to what is described, then I contact the scout on behalf of the Town. Last year, there were several film permits issued for film production in the Town of Davie. (See attachment)
- 4) The Broward Alliance continues to provide information on possible prospects that are seeking lease space or interested in doing a build to suit. Whenever there is a match, the Office of Business Assistance is contacted by the Alliance to help move the interest along. Several samples are attached.
- 5) The Alliance was able to provide air transportation to prospects interested in developing a site in Davie that needed an aerial view of the site. They were able to participate on short notice from the Town.
- 6) The Alliance actively promotes the higher education complex located in Davie. When prospects express the importance of continued education for their staff and families, the Broward Alliance educates

the prospects on the South Florida Education Consortium and on the Pre-K thru Grade 12 schools in the town's boundaries.

PREVIOUS ACTIONS: The Town has previously made a membership investment as stated in Resolution Number R-98-325 for economic development assistance to benefit and enhance the community. This resolution was passed by Council on October 7, 1998.

CONCURRENCES:

Not Applicable

FISCAL IMPACT:

Has request been budgeted? yes

If yes, expected cost \$14,848

Account Name: Economic Development/Contractual Services

RECOMMENDATION(S): Motion to approve the Resolution

Attachment(s): Resolution
Letter from Broward Alliance
Prospect Leads
Film Permit List

RESOLUTION _____

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, AUTHORIZING THE PAYMENT OF \$14,848 TO THE BROWARD ALLIANCE FOR ECONOMIC DEVELOPMENT ASSISTANCE

WHEREAS, the Town has participated in Countywide economic development activity;
and

WHEREAS, all units of local government within Broward County benefit from economic development activities regardless of where those activities are located; and

WHEREAS, it is in the mutual interest and benefit of all units of local government to participate in joint marketing and solicitation of economic development activities; and

WHEREAS, the Broward Alliance has been formed to coordinate this function with all units of local government ; and

WHEREAS, the Broward Alliance has petitioned the Town for its share of financial assistance;

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA.

SECTION 1. The Town Council of the Town of Davie hereby authorizes the expenditure of \$14,848 from the Town's economic development program.

SECTION 2. This resolution shall take affect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS _____ DAY OF _____, 2000.

MAYOR/COUNCILMEMBER

ATTEST:

TOWN CLERK

APPROVED THIS _____ DAY OF _____, 2000.



350 SE 2nd Street, Suite 400
Fort Lauderdale, Florida 33301
954.524.3113 • 800.741.1420 • Fax 954.524.3167
www.browardalliance.org

INVOICE

November 23, 1999

INVOICE NO. 99400

Town of Davie
6591 SW 45th Street
Davie, Florida 33314

1999-2000 Membership Investment-----\$ 14,848.00

Please make checks payable to and mail to:

The Broward Alliance
350 S. E. 2nd Street, Suite 400
Fort Lauderdale, Florida 33301

Thank you.

We're Building A Future For Your Family. And Your Business.
BROWARD COUNTY, FLORIDA



PARTNERSHIP FOR ECONOMIC GROWTH

Investors Council

- Kathy Koch
Amic Marketing
Communications, Inc
- Tory Finkow
Arvida
- Nina Burton
AT&T
- Charles Paulman, Esq.
Atlas, Paulman,
Trop & Barlow, PA
- Steve Hickman
BankAtlantic
- Alan Becker, Esq.
Becker & Pollock, P.A.
- Leslie Meier
BellSouth Business Systems
- Suzanne Goodberger
Broward County
Board of County
Commissioners
- Ruth Brown
Broward Daily
Business Review
- John Kelly
City of Coconut Creek
- John Ruffin
City of Coral Springs
- Larry Denton
City of Deerfield Beach
- Floyd Johnson
City of Fort Lauderdale
- Samuel Finn
City of Hollywood
- Leonard Golub
City of Margate
- William Estabrook
City of Miramar
- Charles Dodge
City of Pompano Pine
- Bruce Edwards
City of Plantation
- C. William Heger
City of Pompano Beach
- Patrick Salata
City of Sunrise
- Robert Ho
City of Tamarac
- John Flinn
City of Weston
- Herman Shouster
Communication
Services Center
- Laura Herde
Continental Airlines
- Wayne Sealy
Florida Power & Light
- Russ Dabrowski
Greene Beach Advertising
& Design Group
- Erk Hvide
Hvide Marine Inc.
- A. Paul Anderson
JM Family Enterprises
- Paul H. Johnson
Lark Express
- David Bishop
David Bishop Production Service
- Tod Norn
Ed Morse Automotive Group
- Allen Harper
Ealingen, Wason, Murrell, Inc.
- Robert J. Hertzinger
Florida Pashier Holdings, Inc.

January 21, 2000

Mr. Robert Middaugh
Town Administrator
Town of Davie
6591 S. W. 45th Street
Davie, Florida 33314

Dear Bob:

Margaret Wu, Davie's Economic Development Coordinator, has expressed to us that you would like an activity report from The Broward Alliance as it relates to projects with which we have assisted.

This past year was extremely successful for Broward County. Over 6,000 primary jobs were created and over \$1 billion capital investment was realized in our economy. Over 10,000 net new occupational licenses were also achieved in the county, showing our continued economic expansions. Davie fared well also. A report on some of our activities is attached.

We believe the key to receiving maximum benefit is through participation. There are many opportunities for Davie representatives through our many committees including the Investors Council, the Municipal Executives Council and nine other economic development related committees. Our Communications Committee will be scheduling a visit with you and your economic development representative to discuss additional ways in which we can assist you and how you can derive maximum benefits from the Alliance.

Michael Pletzer, Esq.
Carter, Vestey, Holder-Frank,
Semen, PA

Debbie Mason
Mason Strategic
Communications, Inc.

Sam Dezel
Motorola, Inc.
James Cassidy
Navarro Bank

WJ Traver
North Broward Hospital District

Bob Thomas
Republic Industries

Mark Gray, Esq.
Rubin, McClosky, Smith,
Schuster & Shantz

Gary Press
South Florida Business Journal
Brian Todd
SouthTrust Bank

John Stroman
Sprint

Terry Siles
Siles Corporation

Howard Greenberg
Sun-Sentinel

Theodore Cohen
Theodore E. Cohen Architects

Paul Anger
The Herald

John Parin
The Vanguard Chronicle

Robert Harts
Team of One

John Walsh
Walsh Financial Consultants

Anthony Spadonis
Wise Management Inc.

Thomas J. Miller
Miller Construction Company

350 S.E. 2nd Street, Suite 400
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*We're Building A Future For Your Family.
And Your Business.*

Robert Middaugh
January 21, 2000
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I will be pleased to speak with any Town Council members regarding the activities of the Alliance as they relate to Broward County in its entirety and particularly in the Town of Davie. Please let me know when you would like me to schedule individual appointments as appropriate.

Sincerely yours,



F. Michael Langley
President/CEO

FML:hlv

cc: Commissioner Suzanne Gunzburger, Chair, Broward County Commission
Dr. Wilhelmena Mack, Chair, The Broward Alliance Board of Directors
William Estabrook, Chair, Municipal Executives Council
Terry Stiles, Chair, The Broward Alliance Investors Council

TOWN OF DAVIE ECONOMIC DEVELOPMENT ACTIVITIES
FISCAL YEAR – 1998-99

The Broward Alliance has assisted with the following projects on behalf of the Town of Davie:

- Discussed with Davie a West African Cement Manufacturer which requires a 400,000 square feet facility.
- Discussed with Davie a corporate relocation from New York. This company is a manufacturer of costume jewelry and would bring to Broward County approximately 130 new jobs.
- Discussed with Davie a Build to suite Sports Medical Facility. Phase I will be 60,000 square feet with employment to increase to 400 after all phases are completed.
- Attended meetings on Workforce Transportation issues held in the Town of Davie's Town Hall.
- Coordinated and attracted the Florida Regional Minority Purchasing Council's Corporate Gala to The Signature Grand, located in Davie, for two consecutive years in a row, which is an event attended by Fortune 500 companies supporting minority supplier development with an attendance of over 300 people.
- Assisted the Town of Davie with Martin, a light distributor, who is currently performing due diligence on a state of the art facility located on I-75 and I-595 in the Town of Davie's city limits.
- Followed up with Economic Incentive Packets whenever requested by Margaret Wu's office for various prospects interested in incentives via Enterprise Florida and Broward County's Office of Economic Development.
- Handled the film permitting paperwork and troubleshooting working closely with Margaret Wu.
- Recommended at least twelve sites in Davie for filming including four facilities such as Grand Oaks Golf Resort, Davie School, Tree Tops Park and the Dolphin Training Center.
- Conduct two familiarization tours in Davie per year.



Date: October 14, 1999
To: EDO's and Brokers
From: Gayle Payne, Marketing Coordinator
RE: Office Land & Building Search

The Broward Alliance has a New Prospect to Assist
WANTED: OFFICE PROPERTY INFORMATION

Code Name: Starfish

Building Requirements:

- ◆ 70-75,000 s.f.
- ◆ Prefer stand-alone, single-tenant space
- ◆ One or two story
- ◆ **WIRED, BUILT OUT CALL CENTER - THE CLIENT CAN WALK IN, "TURN ON THE LIGHTS"**

Parking Requirements:

- ◆ 400+ parking spaces (460 EEs first shift and 115 EEs second shift)

Location Requirements:

- ◆ Anywhere in Broward County, prefers suburban office

Deadline:

- ◆ Thursday, October 14th

Thank you, sorry for the short notice and call me with any questions!

Gayle

Fax your property data sheets:

954-524-3167

Email property data sheets:

gpayne@browardalliance.org



Date: October 14, 1999
To: EDO's and Brokers
From: Gayle Payne, Marketing Coordinator
RE: Office Land & Building Search

The Broward Alliance has a New Prospect to Assist
WANTED: OFFICE PROPERTY INFORMATION

Code Name: Starfish

Building Requirements:

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Thank you, sorry for the short notice and call me with any questions!

Gayle

Fax your property data sheets:

954-524-3167

Email property data sheets:

gpayne@browardalliance.org



Date: August 17, 1999
To: EDO's and Brokers
From: Kim Liberty, Director of Marketing
RE: Industrial Land & Building Search

The Broward Alliance has a New Prospect
WANTED: INDUSTRIAL PROPERTY INFORMATION

Code Name: More Power To You!

Land Requirements:

- ◆ 10 - 15 acres

Zoning:

- ◆ heavy industrial

Location Requirements:

- ◆ Boundaries to stay within: South of Griffin Rd.; North of County Line; West of 441; East of Flamingo Rd.

Financial Arrangements:

- ◆ All options will be considered

Deadline:

- ◆ Friday, August 20, 1999

Thank you in advance for your quick response and call me with any questions!

KIM

Fax your property data sheets:

954-524-3167

Email property data sheets:

kliberty@browardalliance.org



Date: June 24, 1999
To: EDO's and Brokers
From: Vince Johnson and Kim Liberty
RE: Land & Building Search

WANTED: PROPERTY INFORMATION

Code Name: Protecting Your Hidden Treasurers

Warehouse Building Requirements:

- total square feet: 40,000 – 50,000 sq.ft. (build to suit is OK)
 - with minimal office
 - dock high doors with 20' minimum
 - ceiling height of 24' – 28'
 - 4 – 6 bays
 - sprinkled

Use:

- niche storage

Location desired:

- high interstate exposure required

Financial Arrangement:

- company will LEASE or BUY the property

Occupancy:

- by April, 2000

Deadline to submit your property data sheet(s):

- Friday, June 25th

Thank you in advance for your quick response and call me with any questions!

VINCE or KIM

Fax: (954) 524-3167

Email: vjohnson@alliance.org or kliberty@browardalliance.org

APR. 7. 1999

3:46PM

BRND ECON DEVEL

NO. 782

P. 1



350 SE 2nd Street, Suite 400
Fort Lauderdale, Florida 33301
954.524.3113 • 800.741.1420 • Fax 954.524.3167
<http://www.browardalliance.com>

Land & Building Search

Date: April 7, 1999
TO: EDO's and Brokers
FR: Kim Liberty, Director of Marketing

The Broward Alliance has a prospect for the following type of property.

Code Name: Television Series

Building Requirements:

- 40,000 – 60,000 SF
- minimum office requirement
- 28' minimum ceiling height
- ready to go facility
- NO COLUMNS or at the widest column
- centers available

Location Preferred:

- South Broward only

Critical Issues To Include:

- Noise level from airplanes and trucks

Operation:

- Location begins in 30 days

Deadline:

- Thursday, April 8, 1999. This one is important to meet!!!!

Thank you in advance for your quick response!

KIM

Fax: (954) 524-3167

**Permits issued to the Broward Alliance
for use of the Town of Davie
1999**

<u>Date</u>	<u>Name</u>	<u>Location</u>	<u>Purpose</u>	<u>Economic Budget</u>
2/1/99	Azalka Films	Robbins Park	Hospital TV Commercial	\$25,000
2/4/99	Studio Production	Davie Town Hall	Music Video by Sony	\$75,000
2/3/99	WPBT	Davie Town Hall	TV Series/Pilot	
2/3/99	Dusty Willison	Robbins Lodge	Still Photos	\$ 5,000
4/3/99	Mia Films	Robbins Park	MacDonalds Commercial	
5/27/99	JM Productions	Griffin Road	FCA Catalogue/Still photo	\$40,000