

## OFFICE OF ECONOMIC DEVELOPMENT

### Fiscal Year 2008 2nd Quarter

#### Goal Statement

To encourage a diversity of economic development activities in Broward County that promotes a full range of employment and income opportunities for Broward County residents.

Performance Measures	FY 2007 Year-to-Date	FY 2008 Year-to-Date	FY 2008 Projected	
Number of businesses provided business retention and expansion services	204	119	300	
Number of exporting and importing workshops conducted and coordinated	2	5	4	
Total number of targeted industry jobs recruited through economic development partnership efforts	126	805	2,500	
Number of targeted industry jobs retained	N/A	483	300	
Number of economic development value-added jobs induced by incentives in Broward County	150	239	1,500	
Percentage of economic development value-added jobs induced by incentives in Broward County	0	82	100	
Amount of new capital investment made by targeted industry companies relocating to/expanding in Broward County (in millions)	6	43	60	
Number of companies recruited to Broward County	7	9	10	
External customer satisfaction rating	N/A	N/A	N/A	1,2
Number of market analyses completed	1	3	4	
Number of projects assisted in obtaining financing	1	1	5	
Number of assisted companies per staff member	0	5	30	

#### Notes

- 1 The County implemented a new customer satisfaction survey in FY2008 in order to collect more actionable information. Ratings are on a scale of 5.0 (highest) to 1.0 (lowest). Prior year performance and current targets are shown as "N/A" because the survey questions and calculation methodology have changed.
- 2 Measure will be reported annually.