



City of Fort Lauderdale, FL

Economic Development Strategic Action Plan

Project Description

The City of Fort Lauderdale's Sustainable Development Department retained Willdan to develop the City's Five-Year Economic Development Strategic Action Plan. Following substantial community outreach including more than 100 individual stakeholder interviews and 7 public meetings, the Project Team produced an Economic Profile Report; an Economic Development Issues Identification and Prioritization Analysis; and an Economic Benchmarking Assessment comparing key statistical trends in Fort Lauderdale to nine competitive cohort cities. To inform the policy recommendations resulting from the economic performance indicators, Willdan conducted substantial national case study research on best practices in transit-oriented development, business incubation/acceleration, and retail retention and recruitment.

The results of these analyses directed the identification of 10 Economic Development Strategic Action Plan Initiatives related to entrepreneurial business development/job creation, retail recruitment and retention, small business loan funding, economic development placemaking marketing/branding public transportation/parking facility advocacy.

Implementation of the EDSAP is guided by an organizational and institutional assessment, a detailed annual funding plan, and an "Annual Economic Development Benchmarking Dashboard" to track progress in achieving the Plan's targeted outcomes.

Core Services



Community Engagement



Demographic & Economic Profile Report



Real Estate Market Analysis



Business Retention & Expansion Program



Entrepreneurial Business Incubation Attraction Strategy



Mixed-Use Development Strategy



Developer Incentives Policy Implementation Plan