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Ft. Lauderdale Launches Company Headquarters Attraction Initiative

Broward County, Florida's Economic Development Corporation, the Broward Alliance, has launched a multimillion-dollar campaign to attract corporate and regional headquarters to the county.

The Broward Alliance said Thursday that it already has commitments for \$2.4 million over three years from 16 major companies to fund the effort.

The alliance hired Robin Ronne, formerly of the corporate relocation firm Biggins Lacy Shapiro and Co. in Tampa, to head up the new initiative.

The effort is part of a larger project called "Excellerate Broward," which also will include an effort to create a brand for selling the county's virtues as a place to locate a business.

"We believe this campaign comes at a perfect time," said Kathy Koch, chairwoman of the Alliance's Board of Directors and co-owner of a Fort Lauderdale public relations firm. "With the economic challenges Broward County, the State of Florida and the nation is facing, we must come together as a community to stimulate the local economy and grow jobs."

The Alliance formed a new CEO Council, composed of top executives from Broward companies, to oversee the headquarters initiative -- and provide the money. Each company has put up \$50,000 per year for the next three years to fund the project. More companies are expected to join the council.

Ronne will serve as the group's Managing Director. His track record includes coordinating 100 economic development projects totaling 7.55 million square feet, nearly 29,000 new jobs and \$1.3 billion in investment in other areas of the state.

The CEO Council includes George Rahael, Amera Corporation; Mike Jackson, AutoNation; Alan Levan, BankAtlantic; Ray Southern, Balfour Beatty Construction; Keith Koenig, City Furniture; Wayne Huizenga, Huizenga Holdings; Colin Brown, JM Family Enterprises; Bob Moss, Moss/Miller Joint Venture; Ray Ferrero Jr., Nova Southeastern University; James O'Connor, Republic Services; Rick Case, Rick Case Enterprises; Roy Krause, Spherion; Terry Stiles, Stiles Corp.; Howard Greenberg, Sun-Sentinel Co.; Jim Rasmussen, SunTrust Bank; and David Horvitz, WLD Enterprises.

The Broward Alliance is a private/public corporation dedicated to recruiting and retaining businesses.

KMK Consulting serves as advisors to the Alliance in a variety of capacities including designing their new initiative, conducting the executive search which landed Robin Ronne and leading their effort to double the level of their operating budget.

About KMK Consulting Company, LLC

KMK Consulting provides specialized consulting services to governmental, corporate, entrepreneurial and not-for-profit clients and is considered to be a national leader in the economic development arena. KMK Consulting focuses on economic development organizations, including strategies for high performance delivery systems; and corporate services, including site selection and incentives. KMK Consulting is a wholly owned subsidiary of Keating Muething & Klekamp PLL, the fourth largest law firm in Cincinnati.

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