

FT. LAUDERDALE CONSULTANTS FORUM

Marriott Harbor Beach Resort, December 11-13, 2023

Area Development would like to acknowledge our Host Sponsors:



OPENING — MONDAY, DECEMBER 11

5:30 – 8:30 pm **Registration**
Ocean Ballroom Foyer

6:00 – 7:00 pm **Sponsor and Speaker Private Reception**
Dunes Terrace

Sponsor:



7:00 – 9:30 pm **Welcome Reception and Dinner**
Ocean View Terrace

Reception Sponsor:



Dinner Sponsor:



DAY ONE — TUESDAY DECEMBER 12

7:15 – 8:15 am **Opening Breakfast**
Oceanview Terrace

Sponsor:



8:30 – 9:00 am **Opening Remarks**
Ocean Ballroom

Dennis Shea, President & Publisher
 Area Development

Bob Swindell, President & CEO
 Greater Fort Lauderdale Alliance

9:00 – 9:25 am **A Look Back**
 After another big year of project announcements, capital investment, and job creation, our leadoff speakers will review 2023 from a personal lens. The discussion will provide an intro for some of the timely topics covered on the agenda while analyzing what contributed to the current industry momentum as we head into the new year.

Speakers:

Executive Managing Director, Total Workplace
Cushman & Wakefield

Managing Partner
Atlas Insight

Speaker Refreshment Table Sponsor:



9:30 –
9:55 am

Adapting to a New Labor Landscape

The session will look at the trends and events that are affecting labor conditions and how they are set to potentially influence the future of the workforce for years to come. The market is constrained and continues to present challenges for employers. How long will this new normal dynamic last? Our speaker will share his insights while providing an interest take on AI.

Speaker:

Managing Partner
Atlas Insight

10:00 –
10:25 am

Networking Refreshment Break

Foyer

Sponsor:



10:30 –
11:05 am

The Evolving Project Landscape

In this session the panel will explore the trending topics that are of increasing importance to their clients as we head into the new year. The consultants will also examine various growth industries that will dominate the project announcement headlines throughout 2024 and how communities will need to adjust their economic development strategies to be competitive.

Panelists:

Senior Vice President, Site Selection & Location Incentives
CBRE Advisory

Executive Managing Director, Total Workplace
Cushman & Wakefield

Senior Managing Director, Economic Incentives Advisory
Newmark

11:10 –
11:35 am

Life Science 101 in the Post-COVID World

During the COVID-19 pandemic, life science companies seemed to have an insatiable appetite for new space and were hot to expand into new markets. In recent months the shine seems to have worn off. What has caused this once-darling-sector to cool off and what does it mean for recruiting, landing, and growing life science industry in your municipality?

Speaker:

Executive Managing Director
Cushman & Wakefield

11:45 am –
12:45 pm

Networking Lunch

Ocean View Terrace

Sponsor:



1:00 –
1:35 pm

Site Readiness – The Do-It-Yourself Version

Presenting property solutions with clear development status descriptions remains a critical factor for initial consideration. Not all organizations have access to, or the ability to participate in, a site certification/readiness program. This session will provide details and guidance on how to undertake this effort independently.

Panelists:

Founder
Kupperman Location Solutions

Vice President, Infrastructure & Economic Development
McGuireWoods Consulting

Senior Managing Director, Global Strategy
Newmark

Conference Wi-Fi Sponsor:



Speaker Charging Station Sponsor:

1:40 –
 2:15 pm

THE COLUMBUS REGION

Energy Costs and Supply Come to the Forefront
 With increasing costs and limited supply, industrial customers are facing multiple challenges during the site selection process. How are communities and utilities stepping up during these unique times and offering practical solutions to prospects?

Panelists:

Managing Director, Total Workplace
Cushman & Wakefield

Senior Vice President,
 Infrastructure & Economic Development
McGuireWoods Consulting

Executive Managing Director, Total Workplace
Cushman & Wakefield

2:20 –
 2:45 pm

Networking Break

Foyer

Sponsor:



2:45 –
 4:00 pm

Roundtable Discussions (3)

Ocean Ballroom

The three Roundtables are meant for casual discussion and to provide an additional platform for speakers and attendees to connect. Please be ready to introduce yourself and help drive the 25-minute conversations!

SPONSOR AND SPEAKER PRIVATE RECEPTION

Dunes Terrace

6:00 – 7:00 pm

Sponsor



THE ART & SCIENCE OF BUILDING

NETWORKING RECEPTION AND DINNER

Oceanview Terrace

7:00 – 9:30 pm

Reception Sponsor



Dinner Sponsor



Please wear your badge!

DAY TWO — WEDNESDAY, DECEMBER 13TH

BREAKFAST 7:30 AM | NETWORKING BREAK 9:25 AM | CLOSING LUNCH 11:30 AM

Sponsor



Sponsor



Sponsor



BREAKOUT SESSION ONE: 8:45-9:25 AM

OCEAN BALLROOM A

One Firm, Two Consultants, Different Industry Sectors

Our speakers from SSG, one representing office occupiers and the other industrial, will provide their perspectives on the similarities and differences regarding the approaches taken when dealing with clients in their respective industry sectors. The interactive session will touch upon deal flow, data importance, geography of projects, real estate, and future trends as they pertain to both office and industrial.

Speakers:

Senior Partner
 Site Selection Group

Partner
 Site Selection Group

OCEAN BALLROOM B

Key Macro Trends Shaping Industrial Real Estate

The world is changing at a historically unprecedented pace. In this session we will dig into the 5 macro forces Colliers Location Intelligence Group see shaping the future of commercial real estate and talk through how these shifts are impact corporate location selection decisions.

Speaker:

Senior Vice President, Location Intelligence & Workforce Analytics
 Colliers International

OCEAN BALLROOM C

You Ask and We Answer

In this interactive session, two dynamic and straightforward consultants make themselves available for free-flowing conversation to answer all your burning questions! Curious as to why you may not get a second look on projects? What marketing is most effective? Why can't I get an update on the status of a project? This session asks participants to be ready with questions in a judgment free zone for honest discussion.

Speakers:

Senior Vice President, Site Selection & Incentives
 Cresa

Manager, Site Selection & Incentives
 Cresa

Carrie Zethmayr

OCEAN BALLROOM D

Using Machine Learning for Site Selection

This session will take a unique angle on site selection, introducing the use of machine learning models in retail decision-making. Participants will learn how to apply these models to analyze retail trends and consumer behavior, enhancing strategic planning and operational efficiency. The focus will be on practical applications like identifying optimal retail locations and forecasting market trends.

Speaker:

Managing Director
 Vista Site Selection

DAY TWO — BREAKOUT SESSIONS CONTINUED

Speaker Water Glass
 Sponsor



Speaker Travel Bag
 Sponsor



Speaker Car Service
 Sponsor



Speaker Memento
 Sponsor



BREAKOUT SESSION TWO: 9:45-10:25 AM

OCEAN BALLROOM A

Inflation Reduction Act for Tax Exempt Organizations Including State and Local Governments

As companies continue to navigate legislation to align with investments, state and local EDOs should do due diligence as well. The IRA offers billions of clean energy credits and incentives that could provide unprecedented cash refund opportunities for state governments and political subdivisions.

Speakers:

Senior Manager, National Multistate Tax Practice
Deloitte

Senior Manager, National Multistate Tax Practice
Deloitte

OCEAN BALLROOM B

How to Make or Break Your Next Project

When it comes to presenting your community and a company's future home, the people in the room, the content shared, and the quality of the presentation matter. This session will discuss being an expert of your product and trusting your team and partners. Our speaker will reflect on memorable projects and experiences.

Speaker:

Manager, Location Analysis and Incentives
Maxis Advisors

OCEAN BALLROOM C

Gaining Momentum: The Cleantech Project Pipeline

Fueled by a wave of innovation and government support for environmental sustainability, the growing number of projects in this emerging industry provides EDOs and communities with opportunities for industry diversification and increased visibility. The session will include an interactive discussion for sharing insights and challenges from working with novel manufacturing projects and start-ups.

Speaker:

Managing Director
Austin Consulting

OCEAN BALLROOM D

The Modern Marketing Playbook for Corporate Investment

Our speaker will follow up on his 2022 presentation, sharing his approach for economic development organizations of any size who are looking to deliver and analyze business development lead campaigns. The ability to convert data to concrete leads will be critical for EDOs heading into an active and competitive 2024.

Speaker:

President
Civitas Agency