MEMORANDUM

Agenda Item No. 3(B)(1)

TO:	Honorable Chairwoman Rebeca Sosa and Members, Board of County Commissioners	**DATE:**	October 21, 2014
FROM:	R. A. Cuevas, Jr. County Attorney	**SUBJECT:**	Resolution approving confidential project fragrance as a Qualified Target Industry Business pursuant to Florida Statute 288.106; confirming that the commitments of local financial support necessary for confidential project fragrance exist; and providing for an appropriation of up to $11,700.00 from general revenue funds as local participation in the State of Florida Qualified Target Industry Tax Refund Program for fiscal years 2015 through 2021 inclusive, or over a time period as determined by the State of Florida in its approval of confidential project fragrance

The accompanying resolution was prepared by the Regulatory and Economic Resources Department and placed on the agenda at the request of Prime Sponsor Chairwoman Rebeca Sosa.

R. A. Cuevas, Jr.
County Attorney

RAC/cp

Memorandum

Date: October 21, 2014

To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Resolution Approving Qualified Target Industry Tax Refund for Confidential Project Fragrance

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Recommendation

The Beacon Council, on behalf of a firm requesting confidentiality, has submitted an application for economic development incentives from the State of Florida (State) and Miami-Dade County that require approval from the Board of County Commissioners (Board). It is recommended that the Board approve the attached resolution authorizing Confidential Project Fragrance to be recognized by the State as a Qualified Target Industry (QTI) business and entitled to the financial benefits afforded under the Qualified Target Industry Tax Refund Program.

Scope

The business operations of this project will create 45 new full-time equivalent jobs, as defined in Florida Statute Section 288.106, over a three-year period. This project is considering leasing and building out approximately 10,000 square feet of an existing building to establish its regional headquarters. This project is considering a location in District 6 (Chairwoman Rebeca Sosa), however, it will have a positive impact countywide.

Fiscal Impact / Funding Source

Confidential Project Fragrance has applied for a total of $58,000.00 in Qualified Target Industry tax refunds over a six-year period, of which 80 percent ($46,800.00) would be provided by the State and 20 percent ($11,700.00) will be the local match provided by Miami-Dade County. If the accompanying resolution is approved by the Board, the County is committed to providing an award of no greater than $11,700.00 (or $260.00 per new job) in matching funds from countywide general fund revenues over a six-year period beginning in FY 2015. The projected countywide tax revenues over the six-year period of the incentives would exceed the County's local match by $2,474.00. Generating sufficient countywide general fund revenue to cover the County's local match for the award, however, is not a condition of the Qualified Target Industry Tax Refund Program. The County's 20 percent local match is required when the State determines that Confidential Project Fragrance has created 45 new jobs and met the average salary threshold required in the State's tax refund agreement according to the schedule set forth in the *Project Overview* and the attached resolution. The disbursement schedule and the anticipated dates for job creation are subject to change at the discretion of the Florida Department of Economic Opportunity.

Track Record/Monitor

Qualified Target Industry funds awarded for job creation are provided on a matching basis upon the State invoicing the County for its 20 percent of the financial commitment for jobs created and verified by the State. The incentive amount is determined by the new jobs created and their annual salary. The State is responsible for verifying compliance with the terms of the award. The County's matching funds are distributed only if the applicant complies with the commitment to create the number of new jobs indicated in the accompanying Qualified Target Industry application (see Attachment to the General Project Overview) and all other conditions of the incentive program. Qualified Target Industry incentive payments are contingent upon the company meeting its target jobs. County staff requires access to the company's real estate and tangible personal property filings during the incentive period to monitor the fiscal impact to the general fund from the Qualified Target Industry tax refund program.

Background

Confidential Project Fragrance is a global wholesale and retail market leader in duty free goods. This project is considering establishing its regional America's headquarters by leasing a 10,000 sq. ft. facility (NAICS Code#55114) in Miami-Dade County.

The company would employ 45 new workers paying an average annual salary of $49,000.00, which represents over 115% of the State average wage. Employee benefits associated with each new job created will be $8,900.00 according to the documents submitted by The Beacon Council. The value of employer provided benefits, however, is not a requirement of the tax refund agreement with the State, or the County's local match.

The company states in its application that if the incentive is approved it will make a capital investment of $700,000.00 of which $500,000.00 is allocated to construction/renovations (leasehold improvements), and $200,000.00 for the purchase of computer equipment and office furniture.

The Beacon Council projects that the $700,000.00 in direct investment by Confidential Project Fragrance will generate approximately $14,174.00 per year in countywide net revenue benefit to Miami-Dade County over the six years the company is eligible for Qualified Target Industry tax refund incentives. Generating additional countywide general fund revenue, however, is not a condition of the Qualified Target Industry program. Project details are summarized in the attached chart.

Jack Osterholt, Deputy Mayor

CONFIDENTIAL PROJECT FRAGRANCE SUMMARY SHEET	
APPLICANT:	Confidential Project Fragrance
HEADQUARTERS LOCATION:	Miami-Dade County
PROPOSED LOCATION IN MIAMI-DADE COUNTY:	TBD
OTHER LOCATIONS UNDER CONSIDERATION:	Dallas, Atlanta, and Los Angeles
DATE OF QTI/TJIF APPLICATIONS:	September 5, 2014
OVERALL BUSINESS ACTIVITY/MISSION:	To establish a regional headquarters
PROPOSED LOCAL BUSINESS ACTIVITY:	Lease/renovate a facility to establish a regional headquarters for its America's operation
PROPOSED CAPITAL INVESTMENT:	$700,000.00 (Not a condition of the award)
TARGETED QUALIFIED INDUSTRY:	Regional Headquarters
LOCATION IN DESIGNATED PRIORITY AREA?	No
NEW BUSINESS OR EXPANDING BUSINESS:	New location
TOTAL NUMBER OF DIRECT JOBS TO BE CREATED/RETAINED:	45
EFFORT IN HIRING RESIDENTS IN LOCAL AREA:	unknown
ANNUALIZED AVERAGE WAGES FOR NEW JOBS:	$49,000.00
ANNUAL EMPLOYEE BENEFIT PACKAGE:	$8,900.00 (Not a condition of incentive award)
NUMBER OF INDIRECT JOBS TO BE CREATED:	14
NUMBER OF YEARS TO CREATE NEW JOBS:	3
MAXIMUM TAX REFUND PER DIRECT JOBS:	$15,556.00
MAXIMUM INCENTIVE AWARD APPLIED FOR:	$58,500.00
PROJECTED INCREMENTAL COUNTY TAX REVENUE:	$14,174.00 (Not a condition of the award)
COUNTY'S MAXIMUM 20% QUALIFIED TARGET **INDUSTRY AWARD:**	$11,700.00
STATE'S MAXIMUM 80% QUALIFIED TARGET **INDUSTRY AWARD CONTRIBUTION:**	$46,800.00
TYPE OF FUNDS REQUESTED IN APPLICATION:	Countywide General Fund Revenues
COMMENTS: summary sheet prepared by RER from information and data provided by the Beacon Council.	

MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa and Members, Board of County Commissioners

DATE: October 21, 2014

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 3(B)(1)

Please note any items checked.

	"3-Day Rule" for committees applicable if raised
	6 weeks required between first reading and public hearing
	4 weeks notification to municipal officials required prior to public hearing
	Decreases revenues or increases expenditures without balancing budget
	Budget required
	Statement of fiscal impact required
	Ordinance creating a new board requires detailed County Mayor's report for public hearing
✓	**No committee review**
	Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve
	Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved	______________	Mayor	Agenda Item No. 3(B)(1) 10-21-14
Veto	______		
Override	______		

RESOLUTION NO. ______________

RESOLUTION APPROVING CONFIDENTIAL PROJECT FRAGRANCE AS A QUALIFED TARGET INDUSTRY BUSINESS PURSUANT TO FLORIDA STATUTE 288.106; CONFIRMING THAT THE COMMITMENTS OF LOCAL FINANCIAL SUPPORT NECESSARY FOR CONFIDENTIAL PROJECT FRAGRANCE EXIST; AND PROVIDING THAT LOCAL FINANCIAL SUPPORT OF UP TO $11,700.00 FROM GENERAL REVENUE FUNDS WILL BE AVAILABLE AS LOCAL PARTICIPATION IN THE STATE OF FLORIDA QUALIFIED TARGET INDUSTRY TAX REFUND PROGRAM FOR FISCAL YEARS 2015 THROUGH 2021 INCLUSIVE, OR OVER A TIME PERIOD AS DETERMINED BY THE STATE OF FLORIDA IN ITS APPROVAL OF CONFIDENTIAL PROJECT FRAGRANCE

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, Economic Impact Overview and General Project Overview, copies of which are incorporated herein by reference; and

WHEREAS, The Beacon Council has submitted an application for economic development incentives from the State of Florida ("State") and Miami-Dade County on behalf of Confidential Project Fragrance to be recognized by the State as a Qualified Target Industry business and entitled to the financial benefits afforded under the Qualified Target Industry Tax Refund Program; and

WHEREAS, Confidential Project Fragrance commits to create 45 full-time equivalent jobs, as defined in Florida Statute Section 288.106, in Miami-Dade County by December 31, 2015 with an average salary of $49,000.00, which is at least 115 percent of the State average wage; and

WHEREAS, the tax refunds provided under the Florida Qualified Target Industry Tax Refund Program to Confidential Project Fragrance may be prorated by the State of Florida pursuant to the terms of the General Project Overview in the event that Confidential Project Fragrance creates fewer than 45 full-time equivalent jobs; and

WHEREAS, the County wishes to monitor the economic and fiscal impacts of the Qualified Target Industry Tax Refund Program in Miami-Dade County,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. This Board approves Confidential Project Fragrance as a Qualified Target Industry business pursuant to Florida Statute 288.106, which created the Qualified Target Industry Tax Refund Program.

Section 2. The necessary commitment of local financial support for Confidential Project Fragrance as required under the Florida Statute 288.106, exists in an amount not to exceed $11,700.00 from Miami-Dade County's Countywide general funds and this local financial support will be available in the following increments:

Fiscal Year 2015-2016		$1,950.00
Fiscal Year 2016-2017		$1,950.00
Fiscal Year 2017-2018		$1,950.00
Fiscal Year 2018-2019		$1,950.00
Fiscal Year 2019-2020		$1,950.00
Fiscal Year 2020-2021		$1,950.00
	Total	**$11,700.00**

or payable over a time period and at annual amounts as determined by the State of Florida in its approval of the Confidential Project Fragrance application, as long as the $11,700.00 is not exceeded with the provision that any tax abatement grant to Confidential Project Fragrance under Florida Statute 196.1995, reduces any QTI tax refund by the amount of any such abatement granted, in compliance with Florida Statute 288.106(6)(d); and the County's funds will be paid to the Florida Economic Development Trust Fund with the stipulation that these funds are intended to represent the "local financial support" required by Florida Statute 288.106 for Confidential Project Fragrance, in compliance with the QTI Program.

The necessary commitment of local financial support shall be contingent upon Confidential Project Fragrance maintaining the jobs during the life of the incentive, ensuring that its hiring practices aspire to be consistent with and reflect the diversity of the Miami-Dade County community, and provides the County with access to tax information and documents necessary to monitor economic and fiscal impacts of the designation of Confidential Project Fragrance as a Qualified Target Industry business.

The anticipated dates for the job creation and disbursement of the incentive awards are subject to change at the discretion of the Florida Department of Economic Opportunity. However, the County's 20 percent local match will not exceed $11,700.00.

The foregoing resolution was offered by Commissioner ,
who moved its adoption. The motion was seconded by Commissioner
and upon being put to a vote, the vote was as follows:

Rebeca Sosa, Chairwoman
Lynda Bell, Vice Chair

Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Jean Monestime
Sen. Javier D. Souto
Juan C. Zapata

Esteban L. Bovo, Jr.
Audrey M. Edmonson
Barbara J. Jordan
Dennis C. Moss
Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 21st day of October, 2014. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By:________________________
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

GBK for

Shannon Summerset-Williams

OFFICE OF THE MAYOR
MIAMI-DADE COUNTY, FLORIDA

CARLOS A. GIMENEZ
MAYOR

September 9, 2014

Ms. Cori Cuttler Henderson, Director
Vice Business Development
Enterprise Florida
800 N. Magnolia Ave, Suite 1100
Orlando, FL 32803

RE: Confidential Project: Fragrance

Dear Ms. Henderson:

Miami-Dade County is requesting a letter preserving inducement concerning the Qualified Target Industry (QTI) application on behalf of Confidential Project: Fragrance. Confidential Project: Fragrance is a global wholesale and retail market leader that is locating their America's management office to Miami-Dade County.

The project will create 45 new jobs over a 3-year period with an average salary of $49,000 and is committed to a new capital investment of $700,000 in Miami-Dade County.

The company has identified a potential office in Miami-Dade County that may be suitable to their location needs. However, without this local option, the company may shift its location plans to alternate locations.

Given the business needs of the company and the current availability of the company's local options, a location decision will need to be made within the next few weeks. As such, Miami-Dade County respectfully requests a letter preserving inducement, effective for the next 90 days, from the State of Florida. This will allow the company to move ahead with its location plans in Miami-Dade County. Without a letter preserving inducement, the company could forfeit the Miami-Dade location option, which would seriously jeopardize the County and the State of Florida's efforts to assist the company.

Upon Miami-Dade County's initial review of the QTI application, the County agrees to move the project application to the Board of County Commissioners for review and approval.

Any assistance in expediting the issuance of a letter to preserve inducement and to remove the "but for" contingency to this program would prove beneficial to the project's success.

Sincerely,

Jack Osterholt
Deputy Mayor

c: Josh Gelfman, Deputy Director, Economic Resources/RER

STEPHEN P. CLARK • 111 N.W. FIRST STREET • 29TH FLOOR • MIAMI, FLORIDA 33128-1930 • (305) 375-5071

THE BEACON COUNCIL

Miami-Dade County's Official Economic Development Partnership

80 Southwest Eighth Street
Suite 2400
Miami, Florida
33130
T: 305.579.1300
F: 305.375.0271
www.beaconcouncil.com

September 5, 2014

Mr. Jack Osterholt
Deputy Mayor
Miami-Dade County
Stephen P. Clark Center
111 NW 1st Street, Suite 2910
Miami, FL 33128

RE: Confidential Project: Fragrance

Dear Mr. Osterholt:

Attached you will find an application for the State of Florida's Qualified Targeted Industry Tax Refund Program (QTI). Confidential Project: Fragrance is a global wholesale and retail market leader that is locating their America's management office to Miami-Dade County.

The company is applying for the QTI program and will create 45 new jobs over a 3-year period with an average salary of $49,000 and is committed to a new capital investment of $700,000 in Miami-Dade County.

We are referring this application to your office for review and preparation of a resolution to the Miami-Dade Board of County Commissioners requesting a maximum of $11,700, representing Miami-Dade's 20% QTI portion, to be paid over a period of six years. Attached is the project briefing book as well as the economic impact analysis prepared by The Beacon Council's Research Department.

We are requesting that the item be placed on the next possible BCC agenda.

We look forward to working together for the benefit of the economic development of Miami-Dade County. If you have any questions, please contact me at (305) 579-1343.

Sincerely,

Stephen Beatus
Executive Vice President
Economic Development

Enclosures

Cc:
Josh Gelfman, Deputy Director, RER
Dimitrios "Jimmy" Nares, Office of Economic Development and International Trade

Florida Qualified Target Industry Tax Refund (QTI)

Confidential Project: Fragrance

September 5, 2014

Prepared by the Beacon Council

Executive Summary for Confidential Project: Fragrance

Background

Confidential Project: Fragrance is a global wholesale and retail market leader that is locating their America's management office to Miami-Dade County.

The project will create 45 direct new jobs with an average annualized salary of $49,000 in Miami-Dade County over a 3-year period and make a new capital investment of $700,000. The average salary of $49,000 represents over 115% of the State average wage.

The application of Confidential Project: Fragrance for a QTI recognizes the creation of new, high-paying jobs and the capital investment being committed by the project over the 6-year payout period. The enclosed QTI application package requests a maximum of $11,700 (20% of total incentive) to be paid by the County over a period of six years and provides a positive cost-benefit ratio to the County of 1:1.21.

This is a performance-based incentive. No funds will be provided to the Company until they meet all program and job creation requirements. The incentive that is provided is not a cash grant; it is an after-the-fact, performance-based refund.

General Funds derived from the incremental tax revenue will be used to fund the county contribution. CDBG Funds will not be used.

Basic Assumptions

- The latest Miami-Dade County millage tax rates (2013) were used.
- This latest millage rate was used for the entire 6-year period analysis.

Conclusions

Based on the projected investment of $700,000 in new real property, the project's 6-year property tax revenue from this expenditure will be: $14,174 and Miami-Dade County's net revenue benefit is: $2,474.

This is a performance-based incentive. No funds will be provided to the Company until they meet all program and job creation requirements. The incentive that is provided is not a cash grant; it is an after-the-fact, performance-based refund.

INCENTIVE PROPOSAL SUMMARY

Confidential Project: Fragrance

Project Summary:	
Project Name	Confidential Project: Fragrance
New Jobs	45
Average Salary	$49,000
New Capital Investment	$700,000
New Square Footage	10,000
QTI Breakdown:	
Miami-Dade County Incremental Tax Revenue	$14,174
QTI Miami-Dade County Match (20%)	$11,700
Net Revenue Benefit to Miami-Dade	$2,474
Total Cost-Benefit Ratio	1:1.21

THE BEACON COUNCIL ECONOMIC IMPACT MODEL - ASSUMPTIONS

Confidential Project: Fragrance

Employment Assumptions

New Direct Permanent Jobs

Year 1	10
Year 2	25
Year 3	45
Year 4	45
Year 5	45
Year 6	45

Capital Investment

	Total Cap. Inv.
Y1 Value	$537,631
Y2 Value	$517,088
Y3 Value	$502,120
Y4 Value	$491,602
Y5 Value	$484,639
Y6 Value	$480,520

	Realty Prop.	Equip.
Y1	$408,000	$129,631
Y2	$414,120	$102,968
Y3	$420,332	$81,788
Y4	$426,637	$64,965
Y5	$433,036	$51,602
Y6	$439,532	$40,988

Investment	$500,000	$200,000
Depreciated		$163,200

Equipment Depreciation 0.20569

Incremental Multiplier 0.30

* For every 100 direct jobs, 30 indirect jobs will be created. Total multiplier effect is 1.30

Annual Income Assumptions

Yearly Salary, Direct Permanent Job	$49,000
Indirect Job Salary	$24,500

Inflation 103%

Property/Real Estate Taxes

Mill Rate, Less Dade's Revenue	0.01381
Miami-Dade's Revenue Mill Rate	0.00470
Miami-Dade's Total Mill Rate	0.01851
Assessment Value of Real Property (81.6%)	0.816

Sales Tax Rates

Calculation: Income Available For Sales Tax

Income Devoted to:	
Federal Income Tax Liability , 20%	0.80
Housing, Insurance, Real Estate Taxes, 25%	0.75
Savings, Life Insurance, 10%	0.90
Food, Drugs, Other Non-Tax Items, 25 %	0.75

Sales Tax Rates

Florida Sales Tax	6.00%
Miami-Dade County Sales Tax	0.00%
Total Sales Tax	6.00%

THE BEACON COUNCIL ECONOMIC IMPACT MODEL

Confidential Project: Fragrance

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	TOTAL
EMPLOYMENT							
Total Direct Jobs	10	25	45	45	45	45	
Indirect Employment	3	8	14	14	14	14	
TOTAL EMPLOYMENT	13	33	59	59	59	59	
INCOME ($1,000)							
WAGES & SALARY							
Total Direct Wages	$490.0	$1,261.8	$2,339.3	$2,409.5	$2,481.7	$2,556.2	$11,538.4
Total Indirect Wages	$73.5	$189.3	$350.9	$361.4	$372.3	$383.4	$1,730.8
TOTAL WAGES & SALARIES	$563.5	$1,451.0	$2,690.2	$2,770.9	$2,854.0	$2,939.6	$13,269.2
TOTAL INCOME	$563.5	$1,451.0	$2,690.2	$2,770.9	$2,854.0	$2,939.6	$13,269.2
INCREMENTAL PROPERTY TAXES ($1,000)							
Building & Equipment Taxes							
TOTAL PROPERTY TAXES	$10.0	$9.6	$9.3	$9.1	$9.0	$8.9	$55.8
MIAMI-DADE PROPERTY TAXES	$2.5	$2.4	$2.4	$2.3	$2.3	$2.3	$14.2
SALES TAXES ($1,000)							
Available Income	$563.5	$1,451.0	$2,690.2	$2,770.9	$2,854.0	$2,939.6	$13,269.2
Less Federal Income Tax	$450.8	$1,160.8	$2,152.1	$2,216.7	$2,283.2	$2,351.7	$10,615.4
Less Hous, Ins, Prop Tax	$338.1	$870.6	$1,614.1	$1,662.5	$1,712.4	$1,763.8	$7,961.5
Less Savings, Life Insur.	$304.3	$783.5	$1,452.7	$1,496.3	$1,541.2	$1,587.4	$7,165.4
Less Food, Drugs, Other Non-Tax	$228.2	$587.7	$1,089.5	$1,122.2	$1,155.9	$1,190.5	$5,374.0
Avail. Income For Sales Tax	$228.2	$587.7	$1,089.5	$1,122.2	$1,155.9	$1,190.5	$5,374.0
State Sales Tax Realized	$13.7	$35.3	$65.4	$67.3	$69.4	$71.4	$322.4
Local Sales Tax Realized	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0	$0.0
TOTAL SALES TAXES ($1,000)	$13.7	$35.3	$65.4	$67.3	$69.4	$71.4	$322.4
TOTAL MIAMI-DADE PROPERTY & SALES TAXES ($1,000)	$2.5	$2.4	$2.4	$2.3	$2.3	$2.3	$14.2
TOTAL PROPERTY & SALES TAXES ($1,000)	$23.6	$44.8	$74.7	$76.4	$78.3	$80.3	$378.2

SUMMARY OF ECONOMIC IMPACT

Confidential Project: Fragrance

Totals represent what Miami-Dade County would potentially gain over a projected six year period if the business expands in Miami- Dade County.

Employment	
Direct Employment	45
Indirect Employment	14
Total Employment Gain	**59**
Income from Wages	
Direct Employment	$11,538,444
Indirect Employment	$1,730,767
Total Income Gain	**$13,269,210**
Revenue to Miami-Dade County	
Total Property Taxes	**$14,174**
Total Local Sales Taxes	**$0**
Total Tax Revenue Gain	**$14,174**
Total Miami-Dade County (20%) QTI Match	**$11,700**
Miami-Dade County Net Revenue Benefit	**$2,474**

INCENTIVE PROPOSAL CHECKLIST

Confidential Project: Fragrance

1. Enterprise Zone:	No
2. Number of New Jobs Projected:	45
3. Average Salary per Job:	$49,000
4. New Capital Investment:	$700,000
5. New Square Footage:	TDB
6. Per Job Incentive:	$1,300

QUALIFIED TARGET INDUSTRY TAX REFUND (QTI) BASED UPON THE CREATION OF

45 New Jobs Over <u>3</u> Years

TOTAL QTI TAX REFUND

1. State of Florida Portion (80%)	$46,800
2. Miami-Dade County Match (20%)	$11,700
Total QTI Tax Refund Proposal	$58,500

RETURN ON INCENTIVE INVESTMENT (ROII)

1. Miami-Dade County Incremental Tax Revenue*	$14,174
2. Total Miami-Dade County (20%) QTI Match	$11,700
3. Miami-Dade County Net Revenue Benefit	$2,474
Total ROII Gain/Loss/Breakeven	1.21

* See Economic Impact Model

APPLICATION*

Private Companies

1. BUSINESS INFORMATION

A. Legal name of the Applicant: Project Fragrance

B. Name of Ultimate Parent Company (if applicable):
City State/Province Country

C. List each Principal Executive Officer, director (or any person who performs a similar function regardless of title) of the Applicant and the Ultimate Parent Company (if applicable), and any person or entity that Controls the Applicant. Attach additional sheets if necessary.

Name	Title or Position[1]	Percent of Ownership if Greater than 50%[2]

D. Applicant's Federal Employer Identification Number:
(Please complete either the substitute W-9 Form at the end of this application or attach a completed IRS Form W-9.)

E. Applicant's Reemployment Assistance Number:

F. Applicant's Florida Sales Tax Registration Number (if applicable):

G. Total number of employees (on a Full-Time Equivalent Job Basis) who are currently employed by the Ultimate Parent Company and its Subsidiaries (including the Applicant) in Florida: 9

H. Total number of employees (on a Full-Time Equivalent Job Basis) who are currently employed by the Ultimate Parent Company and its Subsidiaries (including the Applicant) worldwide: 5,500

I. Is it presently anticipated that the Applicant will have corporate income tax liability in Florida?

Yes ☒ No ☐

* For an explanation of certain capitalized terms used in this Application, please see Appendix 1.
[1] For example, chief executive officer, director, stockholders that directly or indirectly own more than 50% of the capital stock or other equity interests of the Applicant or the Ultimate Parent Company, etc.
[2] This should **only be included** if the individual directly or indirectly **owns more than 50%** of the capital stock or other equity interests of the Applicant or the Ultimate Parent Company.

J. Is the applicant a small business (i.e., is the aggregate net worth of the Applicant, the Ultimate Parent Company and its Subsidiaries (other than the Applicant) **less than** $5,000,000 **or** does the Applicant have a Small Business Administration 8(a) certification)?

Yes ☐ No ☒

2. PROJECT OVERVIEW

A. Which of the following best describes the Applicant:

☒ New business to Florida
☐ Existing Florida business creating and/or retaining jobs[3]

B. How many employees of the Applicant, the Ultimate Parent Company and its Subsidiaries (other than the Applicant) will be transferred from other Florida locations in connection with this Project (on a Full-Time Equivalent Job Basis)? 0

C. Please describe the Project, including the specific business activity(ies) of the Project:

Establishment of a new company headquarters office for the Americas region (North, South and Central Americas and Caribbean) in Miami that applies to the travel retail/duty free industry.

D. What is the anticipated commencement date of the Project? Q4 2014

E. Break down of the Project's primary business activity(ies) and the corresponding wages:

Applicant's Activities	6 Digit NAICS Code(s)	Project Function (total = 100%)	Average Annualized Wage ($)
Management/Administration	55114	100%	$49,000
		%	$
		%	$

F. Please provide the address of the proposed permanent location of the Project:

Street Address

City *State* *Zip Code*

G. Will the Project be located in a current or proposed Brownfield Area Eligible for Bonus Refunds?
Yes ☐ No ☒
Will the Project be located in an Enterprise Zone?
Yes ☐ No ☒ If yes, which zone?
Will the Project be located in a designated Rural Area of Critical Economic Concern?
Yes ☐ No ☒ If yes, which area?
Will the Project be located in a Rural Community?
Yes ☐ No ☒ If yes, which area?

[3] A QTI Tax Refund award cannot be granted for existing Florida jobs.

Will the Project be located in an Urban area?[4]
Yes ☐ No ☒ If yes, describe?

H. Which of the following best describes the location of the Project:

☒ Regional headquarters — If it is a regional headquarters, what region?
☐ National headquarters
☐ International headquarters
☐ Not applicable

I. Please provide an estimate of the percentage of goods or services from this Project that will be sold or delivered to customers outside of Florida:
95% Explain, if necessary:

3. JOB AND WAGE OVERVIEW

A. How many new-to-Florida Full-Time Equivalent Jobs are projected to be created as part of this Project? 45

B. If the Applicant operates in Florida, how many of the Applicant's Full-Time Equivalent Jobs in Florida that would have otherwise moved to another state are projected to be retained as part of this Project? 0

C. What is the projected annualized average wage (excluding benefits) of the new Full-Time Equivalent Jobs Florida jobs created as part of this Project?[5] $49,000

D. What is the projected annualized average cost to the Applicant of benefits for each new-to-Florida Full-Time Equivalent created as part of this Project? $8,900

E. Please indicate the benefits that are included in the above calculation (*e.g.*, health insurance, 401(k) contributions, paid vacation and sick leave, etc.)?
Health insurance, dental, 401K, paid vacation

4. CAPITAL INVESTMENT OVERVIEW

A. Describe the capital investment in connection with the Project in real and personal property (Examples: construction of new facility; remodeling of facility; upgrading, replacing, or buying new equipment.):
Tenant improvements, office equipment/furniture

B. Identify whether the Project be located in a/an:
☒ Leased space with renovations or build out
☐ Newly constructed building(s) on newly acquired land
☐ Newly constructed building(s) on previously acquired land
☐ Newly acquired existing building(s) with renovations
☐ Addition to previously acquired existing building(s)
☐ Other (please describe in 4A above)

[4] An Urban area may include a Community Redevelopment Area (CRA), Urban Job Tax Credit eligible area, Urban Enterprise Zone, Federal Empowerment Zone, and an Urban Revitalization Area.
[5] All cash payments to the employees (other than reimbursements of business expenses) should be included.

C. List the projected capital investment to be made **in** Florida in connection with this Project (by type and year):

Calendar Year :	2015					Total
Land or Building Purchase	$	$	$	$	$	$
Construction / Renovations	$500,000	$	$	$	$	$
Manufacturing Equipment	$	$	$	$	$	$
R&D Equipment	$	$	$	$	$	$
Other Equipment (computer equipment, office furniture, etc.)	$200,000	$	$	$	$	$
Total Capital Investment	$700,000	$	$	$	$	$

D. List the projected capital investment to be made **outside** of Florida in connection with this Project (by type and year):

Calendar Year :						Total
Land or Building Purchase	$	$	$	$	$	$
Construction / Renovations	$	$	$	$	$	$
Manufacturing Equipment	$	$	$	$	$	$
R&D Equipment	$	$	$	$	$	$
Other Equipment (computer equipment, office furniture, etc.)	$	$	$	$	$	$
Total Capital Investment	$	$	$	$	$	$

E. What is the estimated square footage of the new or expanded facility? 10,000 SF

5. COMPETITIVE LANDSCAPE

A. What role will the incentive(s) play in the Applicant's decision to locate the Project in Florida (e.g., important, critical, etc.)?
Incentives are an important part of the decision of where to establish the Americas HQ.

B. What other states or countries is the Applicant considering for this Project?
Atlanta, LA, Dallas

C. What advantages or incentives offered by these locations does the Applicant consider important in its decision?
Office lease rates are less expensive in alternate locations.

D. What advantages or disadvantages offered by the proposed Florida location does the Applicant consider important in its decision?
Miami-Dade is the hub to the Americas/LATAM region as well a key vendor has their HQ in Florida.

E. Indicate any additional internal or external competitive issues impacting your decision regarding the Project's location?
N/A

6. DISCLOSURE

A. In the past 10 years, has (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls or Controlled been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign or military court to any Felony or Misdemeanor involving fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery or a conspiracy to commit any of these offenses?

Yes ☐ No ☒ If yes, explain?

B. Is (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, or (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls (a) the subject of a pending criminal prosecution or governmental enforcement action in any jurisdiction or (b) subject to any unsatisfied tax liens in Florida or judgment liens in any jurisdiction in the U.S.?

Yes ☐ No ☒ If yes, explain?

C. In the past 5 years, has (1) the Applicant, the Ultimate Parent Company or any of its Subsidiaries, (2) any Principal Executive Officer of the Applicant or the Ultimate Parent Company or (3) any entity that any Principal Executive Officer of the Applicant or the Ultimate Parent Company Controls or Controlled (a) been named as a DEFENDANT in any civil litigation or arbitration in any jurisdiction, (b) had an application for license, or a license or its equivalent, to practice any profession or occupation denied, suspended or revoked in any jurisdiction, or (c) been subject to a bankruptcy or insolvency petition in any jurisdiction?

Yes ☐ No ☒ If yes, explain?

7. CONFIDENTIALITY

In accordance with Section 288.075 of the Florida Statutes, the Applicant may request that Enterprise Florida, Inc. and the Department of Economic Opportunity maintain the confidentiality of all information regarding this project (including information contained in this application) for the lesser of a 12 month period after the date of this application (which may be extended for an additional 12 months upon request), 6 months after the issuance of the final project order approving the project or until the information is otherwise disclosed.

Please indicate whether the Applicant is requesting confidential treatment of this project in accordance with Section 288.075 of the Florida Statutes. (Does not apply to SDST sales tax exemption applicants.)

☒ Yes ☐ No

8. SIGNATURES

The undersigned person hereby affirms that he or she has been duly authorized and empowered to verify, execute and deliver this Application, that he or she has read this Application (including all attachments hereto) and he or she has knowledge of all of the facts stated herein, and that this Application, and all information submitted in connection herewith, is complete and accurate and contains no misstatements, misrepresentations, or omissions of material facts, to the best of his or her knowledge and belief.

Signature		Date
Name		
Title		
Company		

Please be sure to attach the proper incentive attachment sheet(s)

APPENDIX 1

EXPLANATION OF TERMS

The following terms used in this Application have the meanings set forth below:

AFFILIATE – An entity that is controlled, directly or indirectly, by the ultimate parent entity of such person.

APPLICANT – The entity(ies) that will satisfy all job creation and capital investment requirements under the incentive agreement with the Department and which are applying on or amending this Application.

BROWNFIELD AREA ELIGIBLE FOR BONUS REFUNDS – Has the meaning ascribed to such term in Section 288.107 of the Florida Statutes.

CONTROL – The power, directly or indirectly, to direct the management or policies of a company, whether through ownership of securities, by contract, or otherwise. Any person or entity that (i) is a director, general partner or officer exercising executive responsibility (or having similar status or functions); (ii) directly or indirectly has the right to vote 50% or more of a class of a voting security or has the power to sell or direct the sale of 50% or more of a class of voting securities; or (iii) in the case of a partnership, has the right to receive upon dissolution, or has contributed, 50% or more of the capital, is presumed to control that company.

DEPARTMENT – The Department of Economic Opportunity.

ENTERPRISE ZONE – Has the meaning ascribed to such term in Section 288.106 of the Florida Statutes.

FELONY – For jurisdictions that do not differentiate between a felony and a misdemeanor, a felony is an offense punishable by a sentence of at least one year imprisonment and/or a fine of at least $1,000. The term also includes a general court martial.

FOUND – Includes adverse final actions, including consent decrees in which the respondent has neither admitted nor denied the findings, but does not include agreements, deficiency letters, examination reports, memoranda of understanding, letters of caution, admonishments, and similar informal resolutions of matters.

FULL-TIME EQUIVALENT JOB – One employee or two or more employees (without duplication) who perform at least 35 hours of paid work per week.

JOBS – Has the meaning ascribed to such term in Section 288.106 of the Florida Statutes.

MISDEMEANOR – For jurisdictions that do not differentiate between a felony and a misdemeanor, a misdemeanor is an offense punishable by a sentence of less than one year imprisonment and/or a fine of less than $1,000. The term also includes a special court martial.

NAICS – Those classifications contained in the North American Industry Classification System, as published in 2007 by the Office of Management and Budget, Executive Office of the President, and updated from time to time.

ORDER – A written directive issued pursuant to statutory authority and procedures, including orders of denial, suspension, or revocation; does not include special stipulations, undertakings or agreements relating to payments, limitations on activity or other restrictions unless they are included in an order.

PRINCIPAL EXECUTIVE OFFICER – With respect to any entity, such entity's chief executive officer, chief financial officer, chief operations officer or any person who performs similar functions regardless of title.

PROJECT – Has the meaning ascribed to such term in Section 288.106 of the Florida Statutes.

RURAL AREA OF CRITICAL ECONOMIC CONCERN – Has the meaning ascribed to such term in Section 288.0656 of the Florida Statutes.

RURAL COMMUNITY – Has the meaning ascribed to such term in Section 288.0656 of the Florida Statutes.

SUBSIDIARY – An entity that is directly or indirectly controlled by the Applicant or the Ultimate Parent.

ULTIMATE PARENT – An entity that directly or indirectly controls the Applicant, which is not directly or indirectly controlled by any other entity.

Qualified Target Industry Tax Refund
Attachment to the General Project Overview

Project Fragrance
Name of Business

FOR EFI USE ONLY		
Date Received	Date Revised	Date Completed
EFI Project Number		

Must be a separate business unit or reporting unit of a business unit that is or will be registered with the State of Florida for unemployment compensation purposes.

IMPORTANT NOTE: This application must be filed and the incentive approved ***prior*** to making the decision to expand an existing Florida business unit or to locate a new business unit in Florida.

Be sure to submit the General Project Overview and Local Support Resolution[1] following passage by the City / County

1. PROJECT EMPLOYMENT AND WAGE COMMITMENTS

A. What is the total number of net new full-time equivalent Florida jobs created by the project at the business unit[2]? 45

B. Provide the job creation schedule to which you commit: (Please limit the phases to a maximum of three consecutive years and job creation to no less than ten jobs in the first year).

Phase	Number of net new full-time equivalent Florida jobs created in the business unit	Date by which jobs will be created
I	10	12/31/2014
II	15	12/31/2015
III	20	12/31/2016
Total	45	

C. For the purposes of certification, agreement, and claim review, indicate the average wage and corresponding threshold (percentage) to which you commit:
Check the relevant box (only one) and fill in the first field (wage commitment) and second field (county, state, or MSA used).

- ☒ $49,000, which is at least 115% of the average wage in 2012_.
- ☐ $_____, which is at least 150% of the average wage in _____.
- ☐ $_____, which is at least 200% of the average wage in _____.

2. LOCAL FINANCIAL SUPPORT

A. Identify the local government(s) anticipated to provide local financial support[3]:
Miami-Dade County

B. Indicate the date(s) the QTI support resolution(s) is / are anticipated to be passed by the local government:
September – October 2014

[1] Submit the resolution adopted by the local governing body recommending the applicant be approved as a QTI Business unit and indicating the amount of local financial support that has been committed. Resolution should clearly indicate waivers requested and justification for such waivers.
[2] Must be a minimum of 10 new jobs and a 10 percent increase in current business unit employment (if an existing Florida business).
[3] The total QTI award may not exceed five times the local financial support provided by the community. If the community has requested a local financial support waiver or the support is provided in the form of ad valorem tax abatement, the QTI award will be reduced by this amount.

Qualified Target Industry Tax Refund
Attachment to the General Project Overview

3. SIGNATURES

Signature of Individual Completing this Attachment (if different from General Project Overview)	Date
Address (if different)	Phone Number (if different)
Signature (Authorized Company Officer) REQUIRED	Date
Name and Title of Authorized Officer	

4. KEY QTI PROGRAM INFORMATION

- The tax refund claim form will be due by January 31st each year for the number of jobs on December 31st of the previous calendar year. Tax refunds paid per state fiscal year (July 1 – June 30) may not exceed 25 percent of the total tax refund award associated with the phase(s) scheduled.
- The total award will be equal to $3,000 ($6,000 in Enterprise Zones or Rural Counties) times the number of jobs reported in item 1A. Additional per job bonuses may be available; however, the QTI award may not exceed five times the local financial support paid by the community.
  - $1,000 per job if the average annual wage is at least 150% of the area's average; or $2,000 per job if the average annual wage is at least 200%.
  - $2,000 per job if the business falls within a designated high impact sector OR if the business increases exports of its goods through a seaport of airport in the state by at least 10 percent in value or tonnage in each year of receiving a QTI refund.
  - $2,500 per job if the project locates in a designated Brownfield area (Brownfield Bonus).
  - $1,000 per job if the local financial support is equal to the base QTI award.
- If in any year the applicant does not achieve the job creation schedule outlined in item 1C, but achieves at least 80% of the required net new jobs, the company will receive a pro-rated refund less a 5% penalty of the scheduled award amount for that year. **If job creation falls below 80% of the required jobs, the company will not receive a refund and will be terminated from the program. Similarly, if the average wage falls below the wage committed to in 1C, the company will not receive a refund and will be terminated from the program.**
- For an expanding Florida business unit:
  - Existing number of full-time equivalent Florida jobs must be maintained for the duration of the QTI agreement.
  - The average wage commitment should include wages paid for only the net new to Florida jobs, as shown on the unit's UCT-6 form. The applicant will be required to establish a tracking mechanism to distinguish between existing versus new jobs and employees filling those jobs. Contact Enterprise Florida for more information.
- QTI eligible jobs are those that are physically located within the State of Florida and located at the facility listed as the proposed location address in question 2G of the General Project Overview or subsequent QTI contract with the State of Florida. If any jobs will not be physically located at the proposed location address, contact Enterprise Florida to discuss the situation. Jobs that are paid out of the proposed location address facility but are not located at that facility or in the State of Florida are not considered net new jobs for QTI purposes.
- A qualified target industry business that fraudulently claims a refund under *288.106(2), Florida Statutes*:
  - Is liable for repayment of the refund to the account, plus a mandatory penalty in the amount of 200 percent of the tax refund which shall be deposited into the General Revenue Fund.
  - Is guilty of a felony of the third degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.
- Qualified Target Industry Tax Refund: *Section 288.106, Florida Statutes*.