



April 1, 2021

Jason R. Nunemaker, ICMA-CM
Chief Administrative Officer
City of Plantation
400 NW 73rd Avenue
Plantation, FL 33317

Re: Letter of support for Project "Eterias"

Dear Mr. Nunemaker,

The Greater Fort Lauderdale Alliance has the pleasure of working with [REDACTED] Site Selection on a potential HQ project in the City of Plantation. Based on our due diligence and corresponding review of the enclosed application, we fully recommend this project moving forward in the City of Plantation. A national retailer [REDACTED] the company is looking to establish its national headquarter with the following metrics:

- 500 new Florida jobs.
- Average wage - \$100,000.
- Looking for 221,597 sf of office space.
- \$25,000,000 million in capital investment.
- This will be the company's national headquarter. All C-suite will relocate to this location.

For your reference I have enclosed the project Outline, Application, IMPLAN economic impact report and the letter requesting confidentiality.

The impact of this project to the State of Florida, Broward County and municipality would be significant for several reasons:

- Demonstrates that the City of Plantation, Broward County and the State of Florida are committed to facilitating employment opportunities within new and existing industries.
- Complements our emphasis on "Targeted Industries" such as **Global Logistics**.
- Facilitates a company that will be creating a minimum of **500 jobs with an average wage of \$100,000** or 150% of the average annual wage in Broward County.

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- A conservatively estimated **capital investment of \$25,000,000** for initial lease space, build out and the additional purchase of office equipment in the first four years.
- Ensures that the project would not be lost to a competitor state, namely [REDACTED]

Project Eterias represents a great opportunity to secure the expansion of an exceptional logistic & eCommerce services company to the City of Plantation thereby making us more competitive and attractive as a logistics' region throughout the United States. In addition to the direct economic impact created by the **500** new jobs, a chain reaction of indirect and induced spending will add to the local economy as denoted on the IMPLAN economic impact report.

As noted during the initial communications with the company, incentives will play an important role in securing this expansion.

We are requesting consideration from the City of Plantation to allow for a '**performance based**' strategic job incentive for this project. In this scenario, the City of Plantation would share 50% of the incentive amount with the other 50% covered by Broward County. The amount being proposed would be \$1,000 per net new job for a total job creation incentive of \$500,000. The city's match (50%) for Project "Eterias" is valued at \$250,000 and we are requesting that it be placed on the City Commission's agenda at your earliest convenience.

Thank you in advance for your consideration of project Eterias. Please let me know if you have any questions or concerns.

Respectfully,



Pierre Taschereau, MBA
Director, Business Development
Greater Fort Lauderdale Alliance

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