



ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Lenny Curry, Mayor

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Project Flamingo Summary November 7, 2018

Company:

Project Flamingo

Background:

Project Flamingo is a national distributor of an assortment of private label skin and hair care products. The company is evaluating locating an e-commerce logistics, warehouse/distribution facility in Jacksonville. The proposed distribution facility will service their customer base located within the southeastern United States. The private capital investment associated with the project is estimated to be \$37.5 million. Project Flamingo is evaluating sites in several states including Florida, Georgia, Alabama and South Carolina. If Jacksonville is selected, they propose to create 30 new full-time jobs no later than December 31, 2021. The average annual wage is \$46,346 plus benefits.

Project Flamingo has stated that the City of Jacksonville's financial incentive proposed is a material factor in their decision to develop the e-commerce logistics, warehouse/distribution center in Jacksonville.

No. of Jobs To Be Created	Capital Investment	Intangibles
30 new jobs @ an average wage of \$46,346 plus benefits, the State of Florida Average Wage no later than Dec. 31, 2021. In addition over 400 seasonal employees would be hired as needed.	Estimated to be up to \$37.5 million net (Comprising \$13.5 million real estate and \$24 million for machinery, equipment, furniture and fixtures, etc.)	Supports the attraction of a new targeted industry business to Jacksonville resulting in the creation of no less than 30 new full-time jobs and adding to the e-commerce, logistics, warehouse and distribution base.

Project Rationale & Benefits:

1. Supporting Project Flamingo will expand Jacksonville's e-commerce, logistics, warehouse and distribution base and provide 30 new full-time jobs for managerial and supervisory jobs, logisticians, warehouse workers, receiving and shipping personnel, forklift operators, truck drivers, support staff and increase the commercial tax base.
2. The annual payroll resulting from the 30 new full-time jobs is \$1.4 million (excluding benefits).
3. The project will result in a private capital investment of \$37.5 million within the Northwest area of Jacksonville.

Project Incentives:

The City of Jacksonville proposes to provide:

- The company is seeking public investment through the City of Jacksonville Recaptured Enhanced Value (REV) Grant at the level of 50 percent of the net increase in real and tangible property taxes based upon the net private capital investment of \$37.5 million for the first ten years after completion of the 200,000 sq. ft. e-commerce logistics, warehouse/distribution center. The REV Grant requires a minimum \$10 million capital investment in the project site no later than December 31, 2021 and at least 30 jobs paying an average wage greater than or equal to the State of Florida average wage of \$46,346. The estimated value of the REV Grant is \$1,425,000 over the ten year REV Grant period.
- The project will have a positive ROI for the City of Jacksonville of 2.02

The total amount of City incentives would be up to: \$1,425,000.